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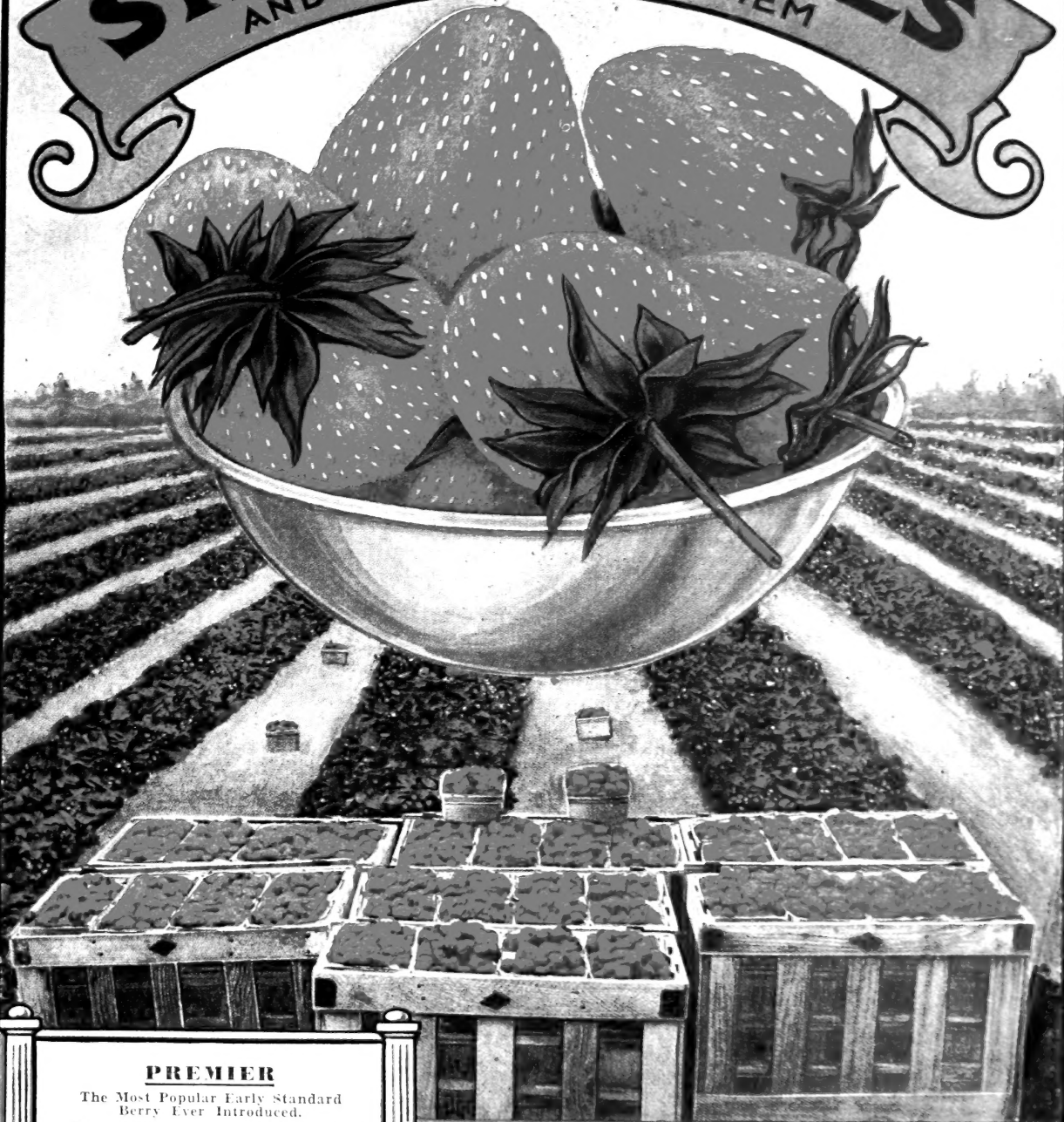


# TOWNSEND'S

20<sup>TH</sup> Century Catalog

## STRAWBERRIES

AND HOW TO GROW THEM

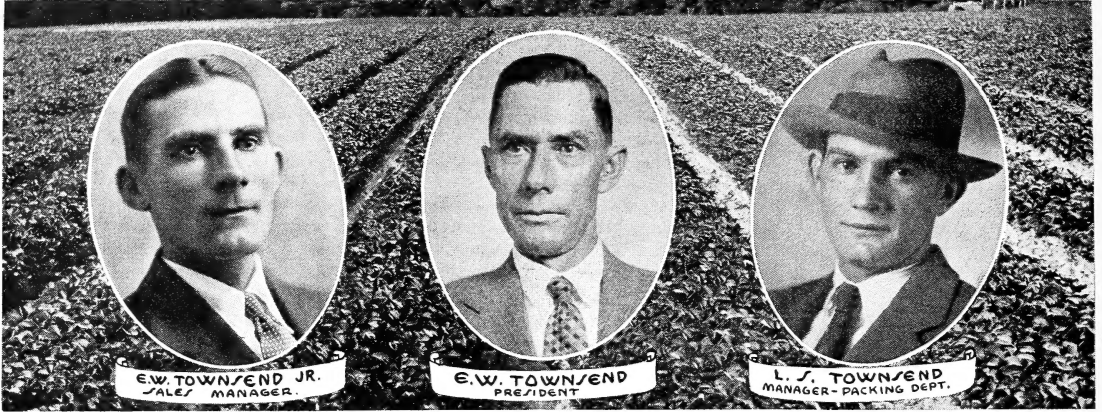


### PREMIER

The Most Popular Early Standard Berry Ever Introduced.

For more than ten years we have made Premier our specialty. Townsend's strain of Premier Plants holds the world's record for production—21,600 Quarts per Acre; Gross Receipts, \$3,750. This photograph is a true reproduction of the world's record acre.

**E.W. TOWNSEND & SONS**  
SALISBURY, MARYLAND



E.W. TOWNSEND JR.  
SALES MANAGER.

E.W. TOWNSEND  
PRESIDENT

L. S. TOWNSEND  
MANAGER-PACKING DEPT.

Dear Folks:-

First, I want to thank each and every one of our good friends who helped us to make this year, 1932 the biggest year in our History, and it is our greatest desire that we shall continue to grow through the faith of our thousands and thousands of good customers.

We are just poor humble human beings, striving the very best we can to grow for you each year the very best quality plants that is possible for us to grow, and to price them to you just as low as it is possible for us to do and make a living. We are not trying to get rich in this business. We never expect to. It is enough Glory for us to be able to make a decent living, and to please our old customers year after year so well that they come back again, and bring their friends. THE GREAT FRIENDSHIP THAT WE HAVE BUILT UP THROUGHOUT THE COUNTRY WE ESTEEM MORE HIGHLY THAN MERE DOLLARS AND CENTS.

We have grown another particular fine crop of plants for you. While not so many plants per acre the quality is extra fine, and I am sure that every one will be highly pleased with their plants again this year. You will find our list of varieties as complete as any catalogue you will receive, and many of our best varieties you will not find listed by others. In order to protect our customers on our latest introductions, we have secured patents, and have patents pending, thus insuring our customers of getting the genuine article for a number of years.

I would like very much to sit down and have an old fashioned friendly strawberry talk with each and every one of my friends--to ask questions as well as answer them, for after all it is what I have learned from you folks, that has made it possible for us to keep a little ahead of the game. If I did not know your wants in advance, I would never know what to grow for you. Some way I feel that we are after all, just one big organization, all working for the same purpose with faith in each other. Through this faith we expect to keep on serving you through generations to come. Without this faith and confidence no organization can prosper. Whether this year 1933 is another banner year or not, if we are able to serve you well, and to please you so as to hold your confidence, we shall be satisfied.

I sincerely thank every one of my friends for their many past favors.

E. W. TOWNSEND & SONS

*E. W. Townsend*  
President.

**/STRAWBERRIES/ ARE EASILY GROWN**  
**GROW THEM FOR BOTH**  
**PLEASURE AND**  
**PROFIT**

# DOES PLANT SELECTION PAY?

RECENT research has shown that the fruit buds of the strawberry are formed in the crown of the plant from September to November of the season before the blossoms appear. It is important therefore, to give the plants such care as will develop strong crowns during the first growing season. An application of a well balanced fertilizer during September will be more profitable to the crop than the usual spring application. We prefer the fall application and leave off the spring manuring. Plants should always be started as early as possible in the Spring, and the first runners that appear rooted. The first two plants that form on a runner will always produce more fruit than the later plants. For best results the late runner plants that are made after a sufficient bed of plants is grown, should always be removed either by a runner cutter attachment, or with the hoe. If allowed to grow thick on the side of the beds these surplus plants take away the moisture from the larger fruiting plants and never produce very much. Neither should these latter plants ever be taken up and reset for the same reason as mentioned above. They are only weaklings and will only produce weak off-springs. In order to keep any variety up to the standard of productiveness, nothing but the strongest

heavy crowned plants should be set for breeding stock. By following this rule any variety can be made more productive. While at the same time, the same variety will soon run out if no selection of breeding stock is made.

A plant grower with nothing at stake, who chooses to pay no attention to plant selection, but rather take his planting stock from the middle or side of his rows can grow about twice as many plants per acre as the person who practices the selection of his breeder plants, but quantity is all he has, and he depends solely on prices year after year to sell his stock. Many thousands of our customers know this to be a fact. Hundreds of our customers have stated to us that plants purchased from certain growers, grow as good or better bed of plants than Townsend's plants, but when fruiting time comes they get plenty berries from our plants, and only a few small berries from the other stock. It costs just about twice as much to produce good strong healthy fruiting plants as it does to produce the common stock.

Our warning is to lay off the "cheap john plants." It doesn't pay to buy plants and seeds simply because they are priced low. For in the end they may mean the most expensive to you.

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## VARIETY SUGGESTIONS

It is a pleasure for us to make selections of varieties for our customers. We have been doing this for over twenty-five years for thousands of our customers every year. Usually we are better acquainted with local conditions in your own section, than the average grower there. We say this because we not only get the reports from all the leading growers throughout the country, but from all the leading State Experiment Stations. We know the soil, and climate, in practically every strawberry section in the United States. We have been making variety tests in most of the important strawberry sections for a good many years. Generally before a variety is ever offered by us for sale, it has had years of tests right in your own locality. In this way we are better qualified to make selections of varieties for you than you would be yourself. We are not asking for the privilege to do this in every case, but simply offering our services to those who are not exactly familiar with what varieties to plant that will make them the most money.

This service is absolutely free. We are always ready to take up your proposition, and make out your list, just as particular as if we were preparing our own plantings. If you were to pay us \$100 we could not render you a more valuable service than we give to thousands every year free. We always exert every effort to make your experience in growing strawberries profitable.

In writing our descriptions we try to make them as plain as possible in order that our customers can make their own selections, but there are so many factors that enter into the strawberry growing that it is not possible for us to write descriptions in a catalogue that will fit for every section. There are many sections in every State that are as different as the East is from the West as to the behavior of varieties. This is even so many times in some counties. In order to be sure of what a variety will do in a particular section, it is necessary to have it tested there first. This is our way, and the only way. There are some varieties known as universal varieties that do well in practically all sections and in all soils. We name below a few of these favorites.

**PREMIER** has been found to do well in most sections except the far south.

**MISSIONARY** has proven a valuable variety for the entire south.

**AROMA** is profitably grown in every state of the Union.

**BIG JOE** has proven profitable in 90% of all strawberry sections.

**DUNLAP** is more profitable in the western states (but not the best).

**TOWNSEND'S BIG LATE** has proven a universal variety.

**FORD** has done well wherever Premier has been grown successfully.

**GANDY** has generally filled the bill where an extremely late is wanted.

**CHESAPEAKE** is a favorite wherever soil conditions are right, except in the far south.

**LUPTON** has proven a money maker in all the eastern states.

**BLAKEMORE**: A profitable early variety for states south of New York.

**WM. BELT** has been a favorite for market gardeners in all sections north of the Mason-Dixon line for the past twenty-five years or more.

**"TOWNKING"** has made good as a late variety in every state in the Union. There are but very few sections in any state that it has not made a better showing than any other late variety.

**"MAYQUEEN"**, while not as well known to the public as "Townking" or some other varieties of more recent introduction, is a valuable variety for home use or market in practically every state and section where tested.

**ABERDEEN** has been sent to practically every state and has been tested by thousands of horticulturists. It is almost a 100% perfect. A valuable variety for market purposes on account of its hardness in plant growth and great productiveness.

**HOWARD'S SUPREME**, while of recent introduction, it has been tested in most of the strawberry sections by the State Experiment Stations, and has been found the nearest ideal strawberry ever originated, and no grower should hesitate to plant freely of Howard's Supreme.

**"JUPITER"** has made good wherever tests have been made. It is valuable as a commercial variety or for home use. It is of the Gandy type except that it is among the first to ripen and is predicted by all who have seen it in fruit or grown it to become the leading standard market variety in a short time.

# EARLY ABERDEEN



**ABERDEEN (medium early)**  
 A Big Money maker for the Market gardener. One of the most productive varieties being excelled by Howards Supreme in this respect. Fruit averages large throughout the season, color a bright shiny red, berries mostly a top shape, has a beautiful double green calyx that adds materially to its beauty. In plant growth it stands among the very best, and will make a fine matted row on any ordinary soil. There is not a blemish of rust or disease that shows at any time. Aberdeen has been fruited for several years by many of the large growers in Pennsylvania, New Jersey, Ohio and other northern states, and has proved a money maker. We can not recommend it for the Southern states, as the texture is too soft for long distance hauls, but for any one within a few hundred miles of market can afford to plant Aberdeen. Some of the leading Horticulturists in Pennsylvania rank Aberdeen ahead of all other varieties, giving the Premier second place. We have planted a very large acreage for plants and we are in a position to take care of your orders at a most reasonable price.

**Aberdeen  
 His Leading Variety**

Carlisle, Pa., Feb. 16th, 32.

DEAR SIR:—

Aberdeen was my leading variety this past year. I sold all my berries at 25c a quart. It is not only a heavy yielder, but has the size and good eating quality. I find that strawberries are one of the best paying crops I can grow, and want to plant more when I can buy some more land.

HARRY C. CRAMER.

**Aberdeen Heavy Fruiter in N. H.**

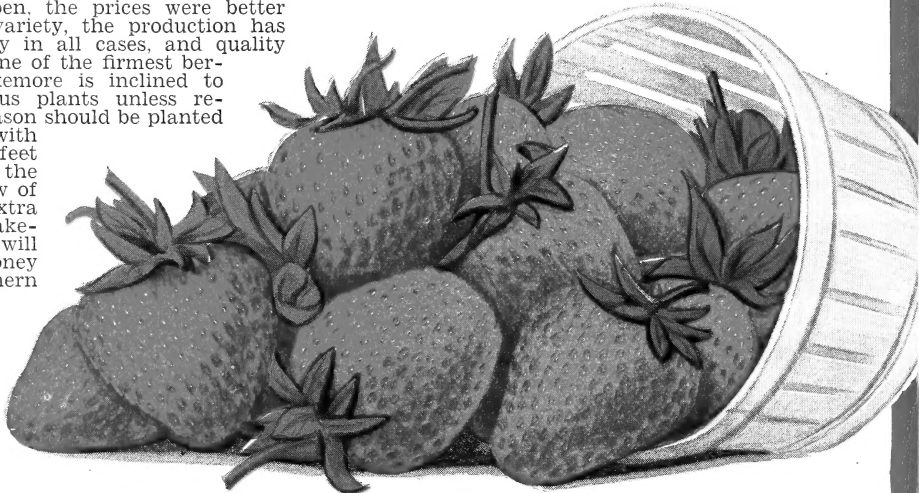
DEAR SIR:—  
 Contoock, N. H., April 29th, 32  
 The Aberdeen plants you sent me and which fruited last year were the heaviest yielders I have ever grown; I never saw berries piled up so on the vines; I have more to fruit this year.

H. B. EATON.

# BLAKEMORE

**BLAKEMORE (extra early)** Blakemore was widely planted during Spring 1931, and from reports at hand it gave a very good account of itself. Being among the first to ripen, the prices were better than on the average variety, the production has been highly satisfactory in all cases, and quality excellent, in fact it is one of the firmest berries on the list. Blakemore is inclined to make too many surplus plants unless restricted, and for this reason should be planted in rows four feet wide with plants set at least two feet apart in the rows. For the Southern grower I know of nothing better in an extra early variety than Blakemore, or nothing that will make them more money per acre. One Southern grower states that Blakemore produced one third more berries than Missionary, that berries averaged larger, were better shaped throughout the season, and quality much better, and sold for more money on the market. This

party has been growing Missionary for his main crop for twenty years. If you are in doubt as to what to plant for your early give Blakemore a trial.



# PREMIER



**PREMIER (Howard 17)** No variety ever introduced to the public has received as much praise as the PREMIER. No variety has ever been grown in such quantity, and no variety has made anything like as much money for the growers. And while there are now being introduced some marvelous varieties, which are almost sure to take the place of the PREMIER, it is going to be hard parting between growers and their old friend PREMIER.

PREMIER has paid off thousands and thousands of old mortgages; purchased and paid for new homes, new barns, automobiles, and many other needy things too numerous to mention, and we predict that it will be grown in a large way for a great many years to come. For the past (14) fourteen years we have made PREMIER plants our specialty. We have grown them in larger quantities than any other nursery. We have shipped them to more than fifty thousand different customers, and over and over year after year these customers come back for more.

While PREMIER is too well known by the leading growers to need a description, however, for the new beginner we will say that PREMIER and Howard 17 are one and the same variety. The variety was

originated by Everett C. Howard of Belchertown, Mass., and has become known by many as Howard 17.

PREMIER begins to ripen early. Covers a very long season. Unusually large crops of large to very large berries, uniform in size and color. Foliage strong and healthy, and not subject to disease. Grows well on any good rich garden soil in any part of the country.

Last, PREMIER has never been known to miss a single crop from late frost. Blooms seem to be more hardy than most varieties. When you plant PREMIER you plant frost protection also.

When you send TOWNSEND your order for PREMIER plants you get the best it is possible to grow.

To show our abiding faith in PREMIER, we have grown this year 1932 the largest acreage of PREMIER plants that we have ever grown. We have good PREMIER plants, enough to fill every order that comes to us.

For the past 14 years we have made Premier (Howard 17) our big special. Special prices to large growers and associations

# JUPITER



**JUPITER** (Patented November 29th, 1932. Plant Patent Number 46) Reproduction of plants of this variety of Strawberry for sale is forbidden.

The name Jupiter was selected for this variety on account of its out-standing appearance and QUALITY. Out-shining the greatest strawberry stars in the "Strawberry World".

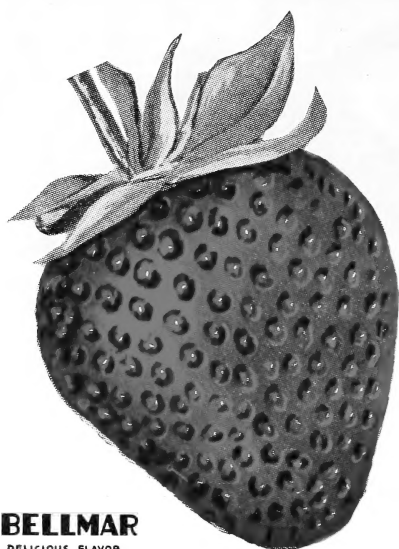
Jupiter is a scientific cross between Premier and Gandy, made by the late Oliver Cordrey, of Wicomico County, Maryland. Mr. Cordrey was one of America's foremost horticulturists, having originated in his time many of the leading varieties of strawberries, as well as several varieties of Cantaloupes. Mr. Cordrey had in mind to create a strawberry as early as the Premier, and as good as the Gandy, when he set out on this work. We shall always be grieved that he did not live to see his desire come true.

While Jupiter is a few days later in ripening than the Premier, it blossoms at same time and fruits a few days longer than Premier, being a long season variety. The Fruit is of the Gandy appearance and quality, size medium to large, firm, a rich bright glossy red, and has a mild delicious flavor that is far superior to most varieties either early or late. In productiveness it has surpassed its parent, the Premier on several different plots, making it one of the most productive varieties on the list. In plant growth Jupiter is 100 per cent perfect, has been fully tested on many soils and has made a good marked row of strong healthy plants every year. We cheerfully recommend it to all market growers who are looking for the best market variety. We have seen no variety with a more firmer texture, or one that would stand shipping a greater distance. It will be found just as pleasing for the home garden. We recommend nothing better as a mate for our Howard's Supreme.

**E. W. TOWNSEND & SONS**

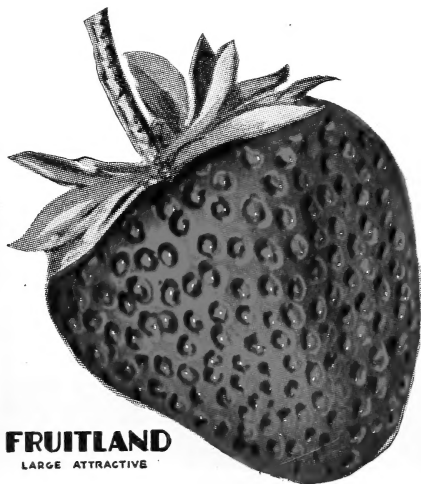
**SALISBURY, MARYLAND**

# THREE BIG EXTRA EARLY STRAWBERRIES



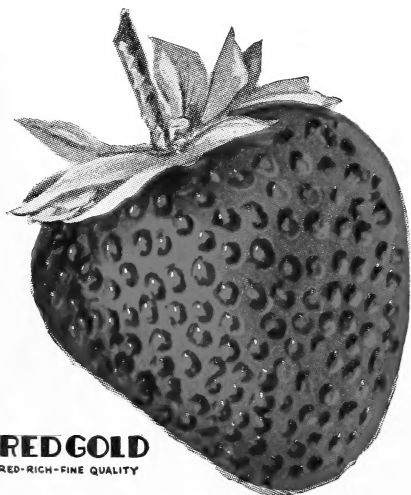
**BELLMAR**  
DELICIOUS FLAVOR

**BELLMAR** (*extra early*) Originated by the Department of Agriculture, and the results of ten years of experimental work by the Department, being selected from more than 55,000 new seedling varieties, Bellmar is a scientific cross between Premier and Missionary. Being of the same parentage as the Blakemore, and from observations made during fruiting periods in different sections of the country, we have every reason to believe that it will soon become a leading extra early variety, as it is a vigorous grower, and a very productive fruit, comparing in size and color with the Premier, quality better and a more firmer texture. Should be given a test by every grower.



**FRUITLAND**  
LARGE ATTRACTIVE

**FRUITLAND** (*extra early*) Season very early, fruit large to extra large, firm enough to be classed as a good shipper, color bright red with a rather heavy calyx, resembling the Big Joe in both shape and color. Flavor extra good being mild and sweet. Exceedingly productive, and one of the very best hardy growers on the average soil. Plants a very dark green and not subject to any rust. From reports received during the past year we are led to believe that Fruitland is destined to become a leader as an extra early berry for either home use or market. Fruitland produced on our farms the past season at a rate of 10,000 quarts per acre, picking 2,560 quarts per acre at one picking. Fruitland is not a long season variety.



**REDGOLD**  
RED-RICH-FINE QUALITY

**RED GOLD** (*extra early*) Originated in the West, and has been widely planted during the last few years. In many sections it seems to be the leading early variety. With us it is only fair both in plant growth and production. Fruit is medium in size, a dark red color, quality fair to good, moderately firm. No doubt it is at home in the West and North Western states. We have a very fine stock of plants, prices reasonable.

## 1600 Quarts Berries From 1000 Premier Plants

GENTLEMEN:—

Hatboro, Pa., February 14th, 1932.

I ordered 1000 Premier plants from you and they all lived and done fine. They are as good a berry as I ever raised; and I have grown berries for 20 years. I sold sixteen hundred ninety six quarts. We ate and canned all we wanted besides. I just can't say too much for your premier.

CLAUD H. GATES.

## Special Collection Offer

50 Plants each 3 above varieties \$1.50

100 Plants each 3 above varieties \$2.50





**E. C. HOWARD**  
ORIGINATOR

**HOWARD'S SUPREME and  
HOWARD'S 17 (Premier)**

Howard's Latest and Outstanding  
Strawberry Triumph  
**HOWARD'S SUPREME**  
Excelling the PREMIER or  
HOWARD 17 in 17 ways!

**EVERETT C. HOWARD**  
Originator of the Famous Strawberries  
**HOWARD'S SUPREME**

Awarded the  
**SILVER MEDAL**  
By the American Pomological  
Society  
Premier or Howard 17, "Most  
Widely Grown Strawberry"

Belchertown, Mass. Dec. 11th. 1930

The Originators of the Howard 17 or Premier and the Howard's Supreme desire to say to the Strawberry Growers of America in answer to the many inquiries of how does the new seedling Supreme compare with the Premier or 17, **THAT I CONSIDER MY HOWARD'S SUPREME A MUCH BETTER AND FAR MORE PROFITABLE STRAWBERRY THAN THE PREMIER OR 17, leading my Premier or 17 in seventeen points of marked superiority.** This is a big statement for the reason that the Premier or 17 has itself achieved such a phenomenal success as to become the outstanding American Strawberry.

If this berry led in just one or two of the seventeen points of comparison it would be a better berry than the Howard's 17 or Premier, but when the statement is made that it excels in all the seventeen points of supremacy it seems almost too good to be true, but such are the facts made clear by comparative tests at the various State Experiment Stations everywhere.

Very truly yours,  
*Everett C. Howard*

The Commonwealth of Massachusetts  
Department of Education  
**Massachusetts Agricultural College**  
Amherst

October 22, 1929

For the past three years we have grown Howard's Supreme strawberry in our trial plot of approximately forty different varieties. Each year the Howard's Supreme has exceeded the yield of Howard 17 (Premier) by more than 10 per cent, and it is among the best in plant making ability. The berries are large, firm, with a robust dark red color and red flesh. Without question when one considers all the different characteristics of a strawberry variety it excels any variety which we have under observation.

Very truly yours,  
*D. C. Roberts*

**OHIO AGRICULTURAL EXPERIMENT STATION**  
DEPARTMENT OF HORTICULTURE  
COLUMBUS, OHIO

**E. W. Townsend & Sons**  
Salisbury, Md. WOODSTER OHIO Jan 11 1930

Attention: Mr. E. W. Townsend

Dear Mr. Townsend:

We have been growing the Howard Supreme strawberry for a good many years, and I have always been well impressed with it. It is a strong, vigorous plant than the Howard 17, being in season, large, firm, and somewhat later than the latter. The berries are fair in color and excellent eating berry, also, as well as a good market and home fruit.

I am very glad to hear that it is to be introduced for it is too good a berry to remain in trial grounds so long.

Very truly yours,  
*W. J. Hooker*

JMG:JMB

**MICHIGAN STATE COLLEGE**  
DEPARTMENT OF HORTICULTURE  
LANSING, MICHIGAN  
January 29, 1930

Mr. E. W. Townsend  
Salisbury, Md.

Dear Mr. Townsend -

In regards to the Howard Supreme strawberry, we have grown this berry here and found it to be very productive. It is a good plant variety. The berries are fair in quality and attractive in appearance. It proved to be a good eating berry here as it has a red center when ripe and stands the cooking process very well. On the whole it is a promising variety.

Very truly yours,  
*George Johnston*

**NEW YORK STATE AGRICULTURAL EXPERIMENT STATION**  
GENEVA, N. Y.

Mr. E. W. Townsend  
Salisbury, Md. JANUARY 19, 1930

Dear Sir:

We have grown Howard's Supreme at this station since 1920 and during that period it has been among the best varieties. The plants are vigorous, very productive, little breakable leafy, and more resistant to drought than the general run of varieties. The variety is a good planter. Berries usually average from medium to large, are usually attractive, fleshy, firm, pleasantly sprightly, and to very good in quality. It is well worthy of trial and we are glad to know that it is to be introduced.

Very truly yours,  
*George J. Davis*  
*George E. Blinn*

I have myself grown the Howard Supreme for ten or twelve years, and regard it as a very valuable sort. The growth of it as being superior to the Premier in regard to color and very much superior in quality. It is deep red all the way through, and the plants are strong and healthy. I have many times seen Mr. Howard to put the berry on the market, and am indeed pleased to know that you are able to introduce it to the public, as it will be available to all strawberry growers.

**Howard's Supreme**  
PATENT PENDING

While this variety was not formally introduced to the public until 1931, it has been grown by the originator, and many of the leading experimental stations throughout the country, since 1909.

Wherever grown, and by all who have been fortunate enough to see and taste it, there has never been anything but praise. We have received hundreds of letters from leading Horticulturists throughout the country, congratulating us on being chosen by the originator, Mr. Howard, as the introducer of this most wonderful variety.

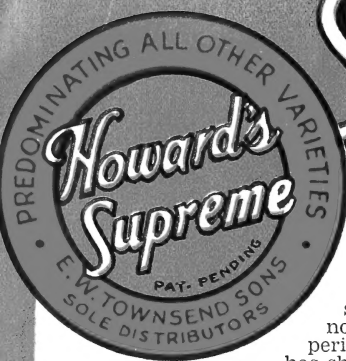
**Howard's Supreme Must Be Seen Fruiting To Be Appreciated**

MR. GEO. M. HOOKER, of Syracuse, N. Y., stated: I have driven over three hundred miles to get a look at the "Howard's Supreme." I feel that I am well paid for the visit. After reading the articles in the leading farm papers I had expected to find an excellent variety. But I have read no reports that have done it justice. It is a truly marvelous variety. I have never seen such loads of fruit borne on any plants. I have never seen berries before that equalled the size of this one. And I have never tasted a berry so good to eat in all my life. And I have been growing the best varieties I could get hold of for forty years.

**17 Ways Better Than Premier**

- 1st. In strength of root system.
  - 2nd. In vigor of plant and runners.
  - 3rd. In size and erection of fruit stems.
  - 4th. In production of fruit.
  - 5th. In size of fruit.
  - 6th. In color of fruit.
  - 7th. In shape of fruit.
  - 8th. In quality of fruit.
  - 9th. In firmness of berry.
  - 10th. In keeping qualities.
  - 11th. In shipping quality.
  - 12th. In marketing qualities.
  - 13th. In canning qualities.
  - 14th. In making strawberry Ice Cream of superior flavor and color.
  - 15th. In increasing strawberry sales consumption.
  - 16th. In reducing cost of production.
  - 17th. In increasing profit and wealth.
- (Signed) EVERETT C. HOWARD, Originator.

# SENSATION OF THE STRAWBERRY WORLD!



**HOWARD'S SUPREME (imperfect)** This new introduction is rightly named, because it stands supreme over the most promising new standard varieties. It has not only proved itself superior in a few localities, but has shown the same high quality, and superiority over the best leading varieties in all the strawberry growing sections of the country. Mr. Howard, its originator, has stated that it has surpassed the Premier, Howard 17 in seventeen ways. This fact, alone, is proof enough of its worthiness. Howard's Supreme is a strong vigorous grower on all soils and in all climates. Stands at the top of all varieties in productiveness. Fruit large to extra large in size, firm enough to be classed as one of the very best shipping varieties. Quality unequalled, in fact quality is the most out-standing point. Color, a dark red to the center, and fruits a very long season, beginning just after Premier, being just a few days later than Premier, both in starting to ripen, and

finishing. Produced on our own fields the past season, 12,000 quarts per acre, while the Premier produced 8,500 in alternate rows along side of it. Fruit averaged from fifty cents to a dollar per crate over Premier during the whole season.

Howards Supreme, being an imperfect bloomer, and a heavy producer, should be well polinized by planting equal rows (two rows of each) of such varieties as Premier, Aberdeen, Jupiter, Fruitland or some other extra good perfect flowering sorts of its season. If you have not planted Howard's Supreme, try some this season. We are sure that you will not be disappointed.

## Howard's Supreme Leads Them All

Gumboro, Delaware.  
November 2nd, 1932.

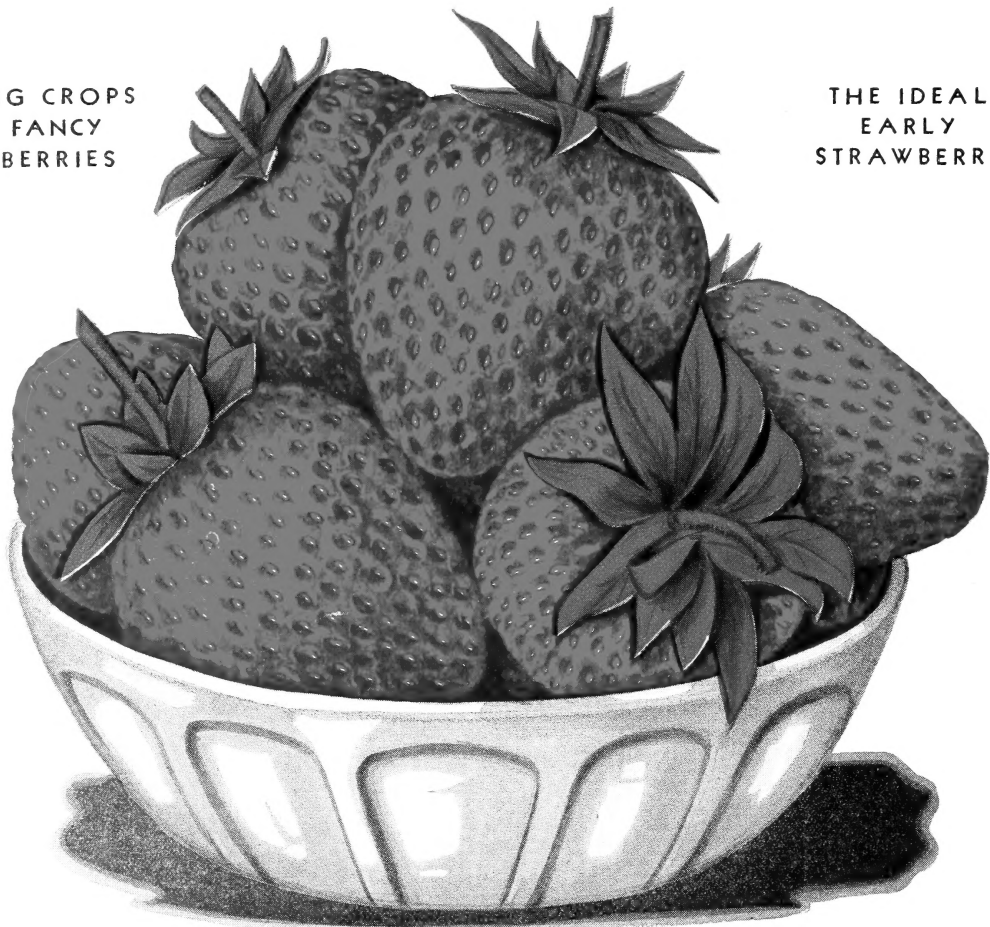
I had better than three acres of Howard's Supreme to fruit on my farm the past season, and can frankly say that it led all other varieties I had fruiting, notwithstanding the fact I had varieties that have been the leaders for years such as, Premier, Big Joe, Chesapeake, Lupton and Gandy. It out-yielded them all, and was the best in QUALITY.

LESTER HASTINGS.

HOWARD'S SUPREME Patent applied for. Reproduction of plants of this variety of Strawberry for sale is forbidden.

BIG CROPS  
FANCY  
BERRIES

THE IDEAL  
EARLY  
STRAWBERRY



IN PRODUCTION, BEAUTY, AND TASTE HOWARD'S SUPREME IS A WONDER

E. W. TOWNSEND & SONS

QUALITY PLANTS

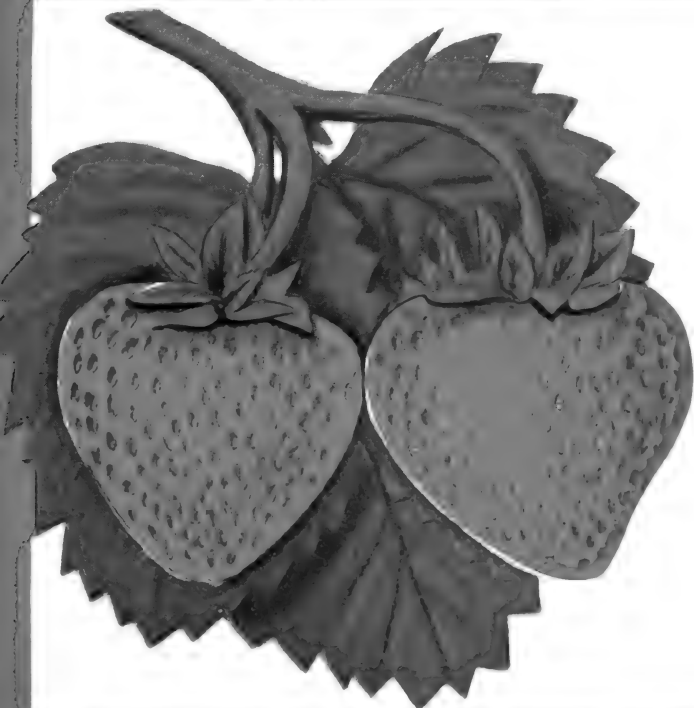


**AROMA** One of the most popular late varieties on our list. Aroma fruit is large, and has a bright red attractive appearance, with extra good qualities. It does well in practically all strawberry sections, and on nearly all soils. A strong vigorous grower and very productive. A yield of 10,000 quarts per acre is common when Townsend's selected Strain Aroma plants are used. Owing to its excellent shipping qualities Aroma is planted by the largest Associations in the

Western and Southwestern States. We have been furnishing our Selected Aroma plants to these Western Associations for the past twenty years, coming back for more regularly every year. They tell us it pays to send East and get our hardy grown plants, instead of planting their own grown plants. It has been made it has been proven that fields grown from Townsend's Selected Aroma plants produced fifty per cent more fruit than fields set to native plants. These tests being made in Kentucky, Tennessee, Indiana and Missouri. We have an increase acreage this year to take care of the growing demand for this variety. We are in a position to fill large orders on short notice, and at our new lower prices.

**AROMA PLANTS CAN BE SHIPPED ANY TIME FROM NOVEMBER 1st to MAY 1st.**

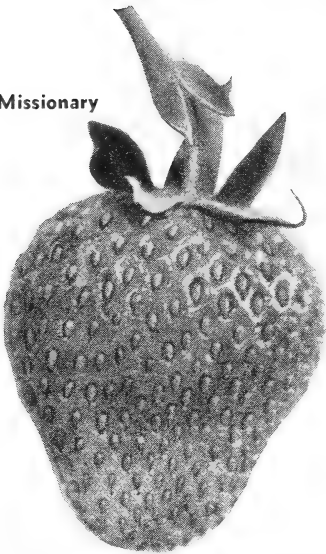
**GANDY**



**GANDY (very late)** Gandy originated in New Jersey under the name of Gandy-prize. Has been grown in all parts of the Country for more than a quarter century. We have tested out a good many late and extra late varieties, but have failed to find any later than the Gandy-Prize, and none with the quality that this extra late variety has. We have discarded such varieties as Orem, Mascot, Pearl, New York and several others, as we consider the Gandy the cream of them all. The Gandy should always be grown on a good rich damp soil, if best results are to be had. A rich black loam is the ideal spot for Gandy. We have the original old strain of Gandy-Prize, and have built it up by proper selection and restriction of plants until it is today about twice as productive as when out on the market years ago. No garden is complete without a few rows of Gandy for home use, and Market Gardeners can always depend on Gandy berries to bring a good price. When ever we find a better extra late berry, we will be found listing it, until we do, we shall list only Gandy-Prize.

**COMPLETE PRICES  
ON ALL STRAWBERRY VARIETIES  
will be found on page 30**

Missionary



**ST. LOUIS** (extra early) This is an extra early berry of Southern origin. Large size, and very productive. Color a very light scarlet red, season very short, a good variety to plant for local market to get the high prices. Not recommended for long distance shipping.

**SUCCESS** (early) Very early, size medium to large, quality fair, suitable for home use or local market, very productive, not recommended for the Southern states. A good strong healthy plant maker on the average soil. A great favorite with the market gardeners in New Jersey.

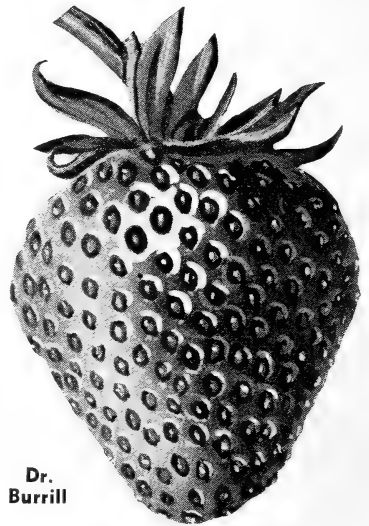
**KLONDYKE** Klondyke for a long time was the leading market variety in the largest berry growing sections of the country. A strong rapid plant grower everywhere. Fruit medium, round, rich red, quality good, with a firm texture making it an ideal shipping variety; moderately productive. Townsend's Strain of Klondyke is known as the heaviest yielding strain, often producing over twice as many berries as the common Klondyke plants.

**COOPER** (mid-season) Is widely planted in the Northern states. Not much good in the East or Southern states. Berries are large, moderately firm, with fair quality, only moderately productive. Should be discarded, as there are so many

better varieties. Recommended for local market or home use only.

**SELECT MISSIONARY** For the past 25 years Townsend's Missionary has been the leading market variety in Florida and several other Southern states. It was the Missionary that put Florida on the map as a strawberry state. When properly grown, the Missionary is a large blood red, solid, firm berry, moderately productive, firm enough to ship any reasonable distance, and commands the highest prices. Townsend's Nurseries are always headquarters for the BEST MISSIONARY PLANTS.

**DR. BURRILL** (medium early) Dr. Burrill, or Dunlap, whichever you wish to call it, is an old-time favorite in many sections, and notwithstanding the better varieties on the list, we always sell out every plant we grow each year. Season medium early, fruit medium to large, color dark red when fully ripe, quality excellent, texture moderately firm, and very productive. Will grow anywhere wild strawberries will grow, and a mighty good variety for a lazy grower, as it will come as near as anything planted in taking care of itself.



Dr. Burrill

## Surplus Strawberry Plants

During our day's digging we run over on some varieties that we have dug to fill orders, and as we do not ship anything but fresh-dug stock, carrying no plants over from one day to the next, we use these plants to fill Surplus Plant Orders. Customers who are not particular about varieties will find these plants a real bargain, as every plant is strictly fresh-dug, labeled, and true to name. Please do not ask for any particular variety when ordering these plants. With the price we are offering them at, it would be impossible to comply with this request.

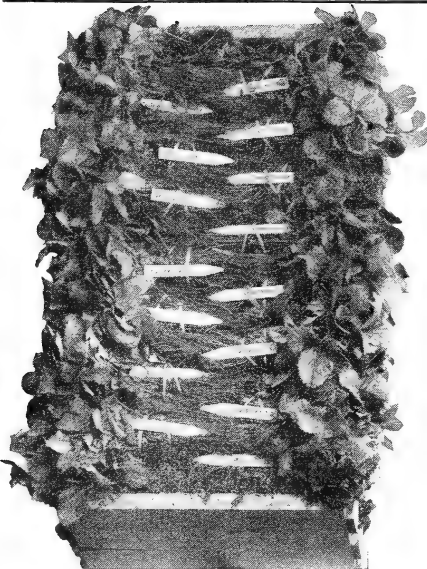
1000 to 4000 Plants . . . . . \$2.75 per 1000  
5000 or more . . . . . \$2.50 per 1000

Letart, W. Va., April 13th, 1932

DEAR SIRS:-  
Our shipment of surplus plants arrived in excellent condition, and we are well pleased with them. Am enclosing another order.

Indianapolis, Indiana, April 10th, 1932

GENTLEMEN:-  
We received our shipment of Surplus plants yesterday, stock arrived in fine condition, and we are more than pleased with them. You can look for another order from us.  
R. M. WILLIAMSON.

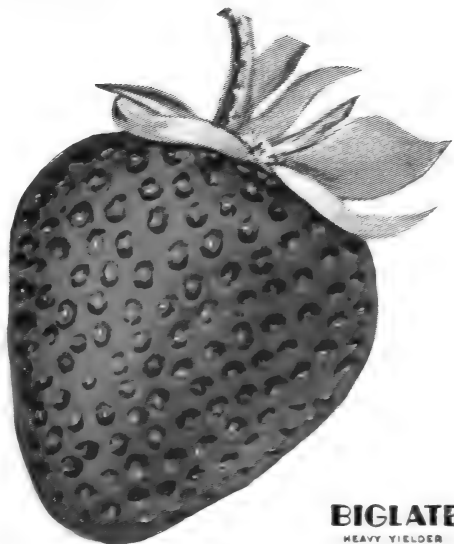


# THREE HEAVY PRODUCING LATE STRAWBERRIES

They Make Friends and Keep Them

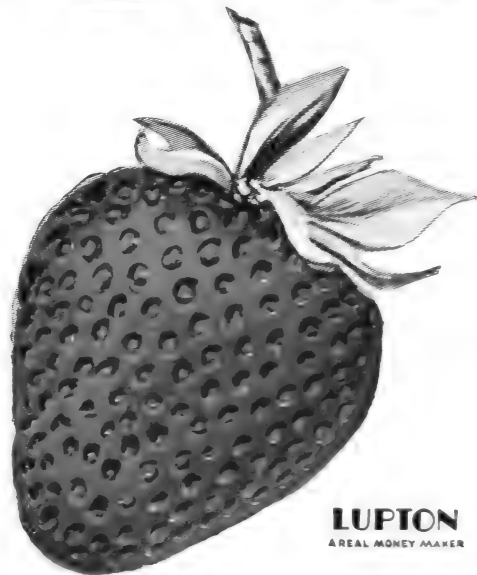
## TOWNSEND BIG LATE

A Townsend introduction. Introduced by us, Spring, 1911. **BIG LATE** has been grown in every section where strawberries are grown, and it has proven itself a great money maker for the average grower. I have never tasted a better berry. It is surely the aristocrat of the standard varieties for quality. Plants are strong, erect, and hold the berries off the ground like cherries. No garden is complete without this grand variety. Fruit, medium to large, bright velvet red, and every berry looks like it has been varnished. Very few varieties equal it in production.



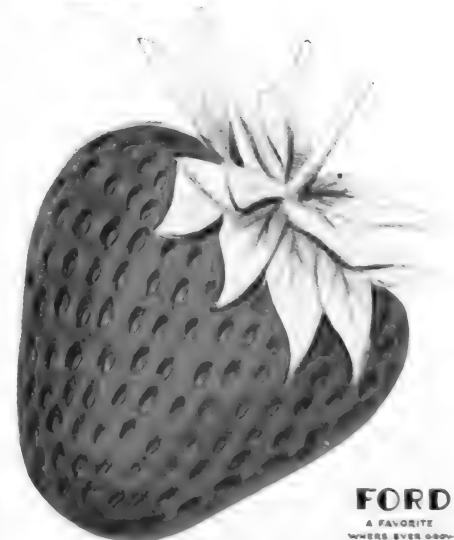
**BIGLATE**  
HEAVY YIELDER

**LUPTON** (late) Originated in New Jersey and widely grown in that state where it seems to be at its best. Lupton is a large, fancy berry, and an excellent shipper, moderately productive, on account of its large size and beautiful color, always brings good prices, and quality is ordinary. Makes a fine row of strong, healthy plants resembling the Chesapeake, and will often do better on ordinary high soil than the Chesapeake.



**LUPTON**  
A REAL MONEY MAKER

**FORD** Ford is a Townsend production, and one of which we are proud. Ford, like Premier, is frost resistant, and has made hundreds of our customers big money when other late varieties were killed. A strong, hardy plant grower on all soils. Fruit, very large, firm and of good quality; ranks with the very best in production. Ford will make too many plants if not restricted, and for this reason should be set wide in the rows and grown in narrow matted rows or in hills. We have never seen a rust blemish on any Ford plant in ten years growing it, and never heard of a crop failure. Plant Ford and you will not go astray.



**FORD**  
A FAVORITE  
WHEREVER GROWN

DEAR SIRS:—

Alto Pass, Ill., May 24th, 32.

Thought I should write and tell you that the 700 Blakemore Plants bought from you this Spring were surely the best plants I ever saw. I have a really good stand and growing fine. B. LOUIS BOREN.

### 400 Quarts From 1000 Aberdeen At One Picking

York, Pa., August the 12th, 32

GENTLEMEN:—

We were well pleased with the Aberdeen plants received from you. We picked in one day's picking over 400 quarts from one thousand plants. C. E. WOOD.

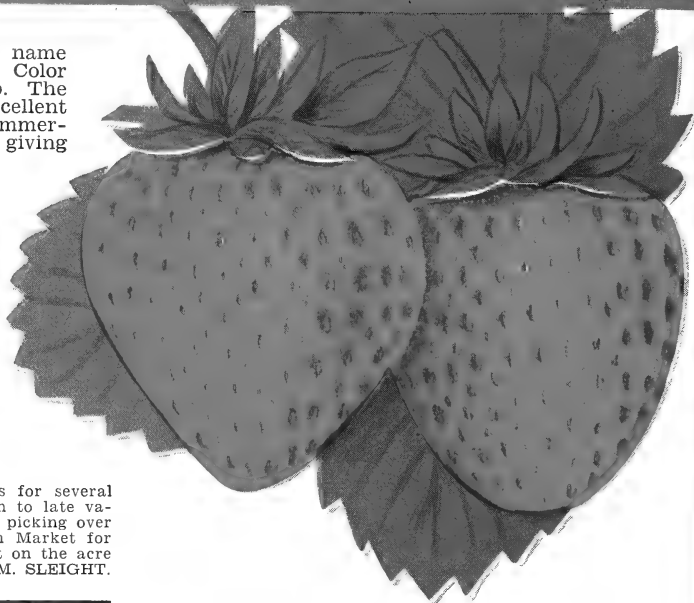
## Special Offer Varieties on This Page

50 Plants each variety, 150 plants \$1.25

100 Plants each variety, 300 plants \$2.20

# BIG JOE

**BIG JOE (Midseason to Late)** As the name implies, is a berry of extra large size. Color very bright with an attractive green cap. The texture is one of the best, giving excellent shipping results. For the home or commercial purposes **BIG JOE** will be found giving satisfaction. For over 20 years **BIG JOE** has been the leading medium late strawberry in the eastern half of the country, and has produced record-breaking crops wherever grown. In size and productiveness **BIG JOE** is second to but very few varieties, always bringing top price on the market. It is a strong hearty plant grower and free from disease, such as rust or leaf spot, and a great money maker for most growers. Likes a mellow springy soil.



Hagerstown, Maryland.  
June the 9th, 32.

GENTLEMEN:-

I have been purchasing your Big Joe Plants for several years. As I think it one of the best midseason to late varieties. Our crop this year was extremely nice, picking over 7000 quarts, which we sold on the Washington Market for as high as 30c a quart, netting us a good profit on the acre that we picked from.

WM. SLEIGHT.

**Howard's Supreme deserves the name Supreme**

Milo, Maine, Aug. 9th, 32.

DEAR SIR:-

Let me tell you that the Howard's Supreme deserves the name you have given it; as it is supreme over all that I have ever grown. Large delicious flavored berries and plenty of them.

ROSCOE C. WOODARD.

**Premier averages 8000 quarts to an acre**

Ghent, New York.

DEAR SIR:-

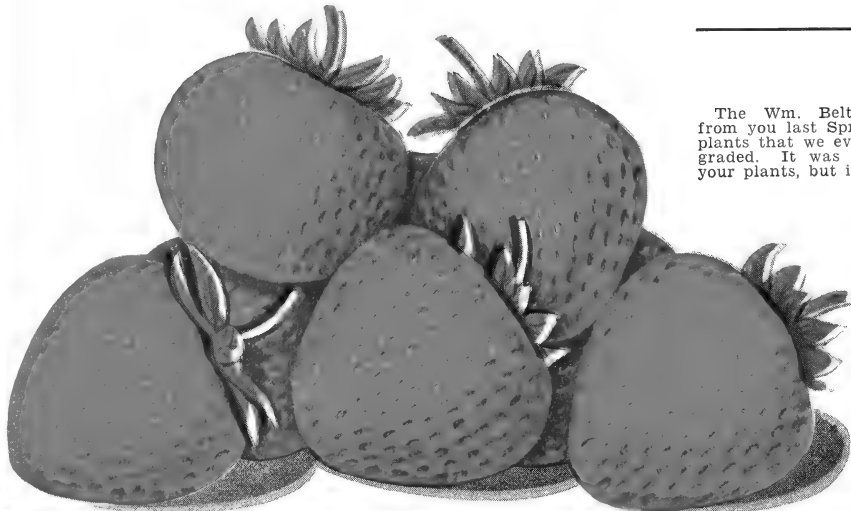
We have just finished our berry season and have had a good crop from your plants. The 50,000 premier yielded this year 8000 quarts to the acre. We consider your premier the heaviest yielding strain on the market.

DONALD COONS.

# WM. BELT

**WILLIAM BELT (Late)** An old time quality berry, the Wm. Belt is grown more largely in some states than any other late variety, on account of its good eating quality, as well as size and appearance, which makes it a great favorite with both growers and consumers. It is very productive, producing a good crop of fancy berries on just ordinary garden soil. It is one of the varieties that has come to stay. While we have been selling Wm. Belt plants for over 25 years, we have sold more of these plants during the past three years than ever before. About the only fault that can be placed against it, is the

fact, that it is subject to rust on low springy soil. In Pennsylvania and New York it stands at the top of the list as the best money making late variety. Market gardeners that cater to the fancy trade should never leave out Wm. Belt. A profit garden collection is one row Premier, one row of Howard's Supreme and one of Wm. Belt. This collection should please any one, and would be hard to beat for any large planting, and we would advise planting one row of each throughout the patch. This selection fruits from early to very late.



Northampton, Pa.  
September 30th, 1932.

The Wm. Belt strawberry plants purchased from you last Spring I must say were the nicest plants that we ever planted. Nice roots and well graded. It was the first time we ever planted your plants, but it will not be the last.

ULYSSES C. FEHNEL.

**SPECIAL GARDEN OFFER**

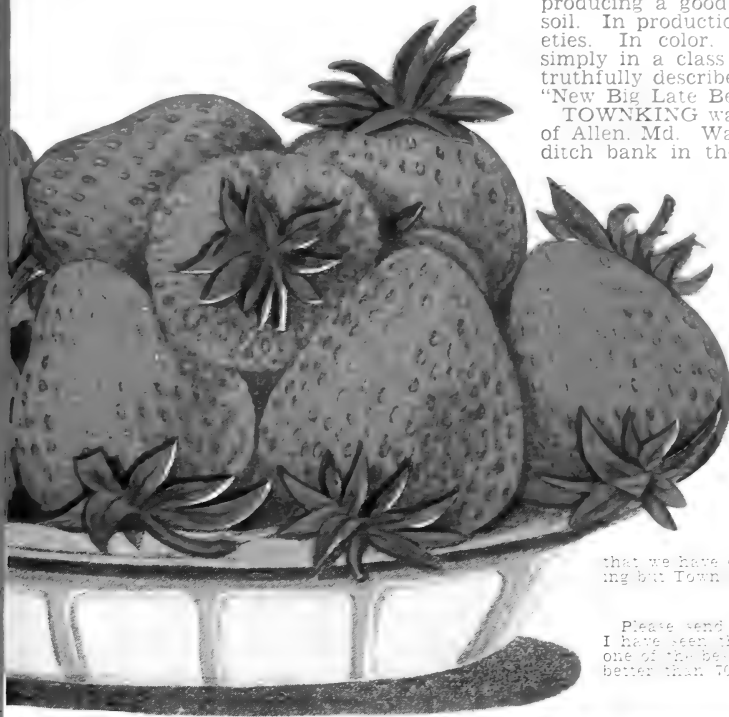
We will send 100 plants each for

**\$3.00**

100 Wm. Belt  
100 Howard's Supreme  
100 Premier

# TOWN KING

# THE NEW LATE BERRY



**TOWNKING (Late)** Stands at the top of the list as the most perfect late strawberry. A strong, healthy plant producing a good fruiting bed of plants on average soil. In production it ranks with the very best late varieties. In color, shape, size, beauty, and firmness it is simply in a class by itself, has a soft, mild flavor. It is truthfully described by one of our large customers as "New Big Late Berry Without A Fault!"

**TOWNKING** was originated by the late T. A. Townsend of Allen, Md. Was a chance seedling from a ditch bank in the middle of a meadow that had never been cultivated. From this seedling we have since raised a strain that is now being grown without any special treatment. **Townking** has in the past become one of the best marketed strawberries in America. Has been planned from Co. to Co. and has won thousands of medals for its good behavior. Our customers **Townking** and plant it as the best late berry. **E. W. Townsend & Sons** are sole distributors of **Townking** plants. Note—Agreement of return of order blank.

### Their Customers Like Town King

Greenville, S. C. H. H. ...  
We have ...  
and ...  
that we have discarded ...  
ing but **Town King** ...

Please send me one of your ...  
I have seen this berry growing ...  
one of the best late berries I ...  
better than 7000 quarts to the ...

# CHESAPEAKE

### Large, Late, Heavy Yielding Variety—One of our Big Specials

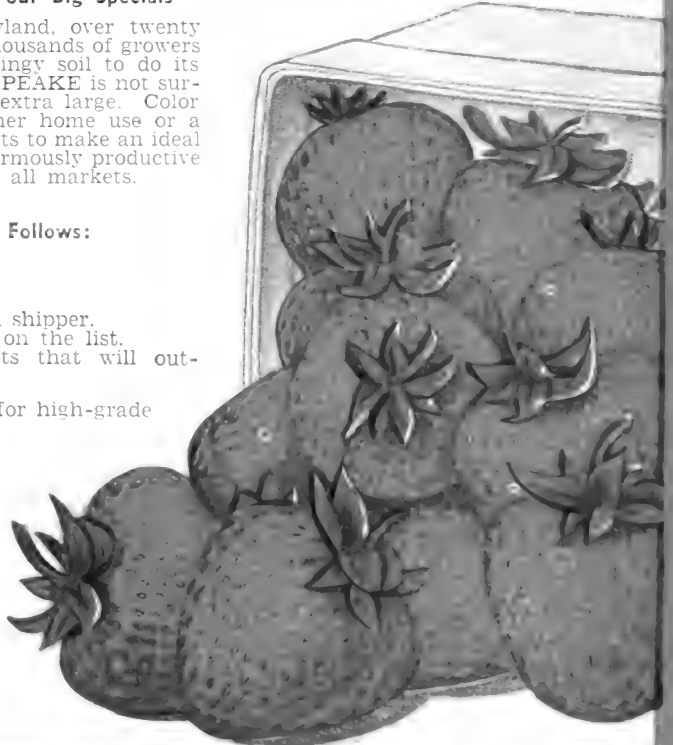
—Originated here in Wicomico County, Maryland, over twenty years ago, has become a general favorite with thousands of growers in all parts of the country. Requires rich springy soil to do its best. When soil conditions are suitable, **CHESAPEAKE** is not surpassed by very many varieties. Fruit large to extra large. Color a bright glossy red. Quality excellent for either home use or a market variety. Usually grows just enough plants to make an ideal fruiting row without any restrictions, and is enormously productive on good soil. Generally sells for top prices on all markets.

### Described by One of Our Customers as Follows:

Quality comes first—is simply delicious.  
Color a beautiful rich glossy red.  
Berries large and hold size well.  
Firmness—Firm enough to be classed as a good shipper.  
Health—One of the cleanest, healthiest plants on the list.  
Productiveness—There are very few late sorts that will out-yield it.

**TOWNSEND'S NURSERIES** are headquarters for high-grade Chesapeake plants.

Our prices are greatly reduced. Order early while our stock is plenty.



Greencastle, Pa.  
Feb. 5th. 32

GENTLEMEN:—  
I have been growing strawberry plants for 20 years, and, Mr. Townsend, the Chesapeake that you sent me last year grew fine and made a nice thick bed. They beat any Chesapeake plants I ever bought from any other Nursery.  
S. J. FOREMAN.

# May Queen

(Imperfect Flowering)

MAYQUEEN was originated in 1924 by E. W. Townsend, Sr., being a scientific cross between Premier and Townsend's Big Late. Was introduced Spring 1928.

MAYQUEEN is a late variety that shows the blood of both parents. The foliage resembles Big Late; makes just a good fruiting row of large stalky plants that hold the fruit well off the ground. The fruit is large to extra large, firm, and of the very highest quality. Color a bright rich red all over. A heavy green calix makes it a real show berry. In productiveness it is just all anyone could wish for. And the size is held up well throughout the season. You will find this a most valuable variety to plant with "TOWN-KING." And these two will make a pair worthy of a place in any grower's garden. We have only a few thousand MAYQUEEN plants to offer this season. We prefer to sell these in small lots so as to get as good distribution as possible, for it is sure to become a winner wherever a good late variety is wanted that carries both Quality and Quantity.



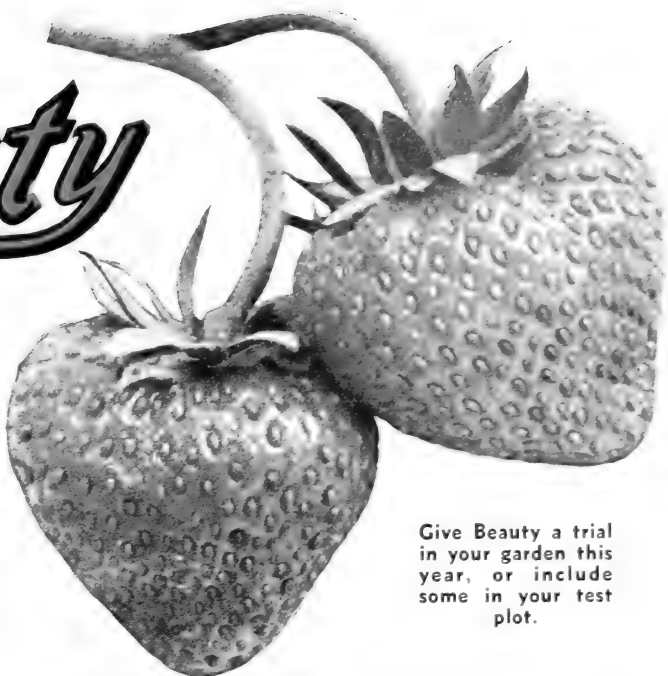
A Heavy Producer of Fine Quality Berries

<p><b>WASHINGTON</b> LATE PERFECT</p> <p>While we have the true strain of Washington we cannot recommend it as strongly as some of our competitors. The honey sweet taste was lacking in our Washington berries. It was only fair in flavor, although a very firm berry; and moderately productive. To those wishing to test Washington we have a fine lot of strong; healthy; vigorous plants.</p>	<p><b>BEAVER</b> EXTRA EARLY PERFECT</p> <p>A cross of Dr. Burrill and Premier, claimed by some of our customers to be a better berry in every way than the Premier. Fruit medium to large; firm; and good quality. Can be left on the vines several days and then shipped a long distance. Is grown extensively in the West and Middle Western States. We cheerfully recommend Beaver.</p>	<p><b>WORLD'S WONDER</b> LATE PERFECT</p> <p>The greatest thing about World's Wonder is its size. We know of no other berry that will equal it in this respect. It is without a doubt the largest berry grown. We have grown these berries where nine have filled a quart cup. Quality good; moderately firm; and very productive. Suitable for home use or nearby market where the size counts.</p>
<p><b>SAMPLE</b> LATE IMPERFECT</p> <p>Sample is fast giving away to other late varieties; for a long time before the introduction of Chesapeake, Townking and other later introductions; it was in great demand. Fruit large, moderately firm; bright red color; and very productive. We still grow the old strain for a few growers who insist on planting it.</p>	<p><b>GIBSON</b> MIDSEASON PERFECT</p> <p>Gibson was originated near our farms many years ago and named Parsons Beauty. Was largely planted here for canning or cold pack purposes. Never recommended as a market variety always being considered too soft to carry well. Productiveness is its best point.</p>	<p><b>BRANDYWINE</b> LATE PERFECT</p> <p>Brandywine is an old time variety that has lost its popularity in the North, although still heavily planted in California and Florida as the main late berry. Fruit large dark red; and a heavy producer of high quality berries; it is subject to rust at fruiting time.</p>



# Beauty

**BEAUTY (medium late)** We have hesitated in adding Beauty to our list of plants for several years. We have grown it on different soils for the past five years, and it has always made a fair showing. While we still believe there are other medium late varieties just as good as Beauty, we feel that it is a very valuable variety, and can be grown by the average grower profitably. Beauty is a strong, robust grower on the average soil. It produces abundance of high-class berries that are medium to large; round, bright red, and of excellent quality, and firm enough to ship long distance. Beauty has been highly advertised and recommended by most of the leading growers throughout the country.



Give Beauty a trial in your garden this year, or include some in your test plot.

## NEW VARIETIES OF STRAWBERRIES FOR TESTING

**WIL-SON (late)** A new late introduction from Michigan. Said to be a cross of the Wm. Belt and Gibson. It greatly resembles the Wm. Belt in color, shape and is about the same in quality (which is the very best). Growers, who have fruited it, state that it is not subject to rust. The fruit is large to extra large, firm, sweet and the color is deep red to center. Very productive and ripens for a long season. Highly recommended. Prices—25 plants, \$0.60; fifty plants, \$0.90; one hundred plants, \$1.60. For prices in larger quantities, see price list on page 30.

**MILLER (medium early)** A new introduction from Ohio, originated by Mr. V. W. Miller, of Athens, Ohio, and very highly recommended to us. Mr. Miller is one of our old customers and knows what good strawberries are. He states that the Miller is a strong, vigorous grower, produces a heavy crop of large to extra large, rich, bright colored berries. Quality and production ranks with any other varieties ever tested by him. Also states that his pickers prefer it to any of the older varieties on his farms. Mr. Miller sent us a small amount of these plants and gave us the sole right to propagate them for sale. We have not fruited them yet on our own farms, but we had such a fine stock of the plants and they come so highly recommended that we were persuaded to offer them to our customers this season. Prices—25 plants, \$0.60; fifty plants, \$0.90; one hundred plants, \$1.50. For prices in larger quantities, see price list on page 30.

**MARCUS (mid-season)** This is a valuable new mid-season variety that we are offering for the first time. We have fruited it several times in our trial plots, and it has

always made a good showing among the best standards. Fruit is large, bright red, and quality is very good, firm, and productive. It will keep on the vines several days after being ripe. Suitable for home or market use, and should, by all means, be given a trial. Prices—25 plants, \$1.00; fifty plants, \$1.75; one hundred plants, \$3.00.

**McGOWAN (mid-season)** This variety was sent to us by one of our Pennsylvania customers, stating that he had found it the best variety for his local market. We have fruited it twice, and find it to be a very High Quality berry. A large bright red, moderately firm, quality excellent, and a strong hardy grower, very productive. We recommend it for a trial. Plants limited. Prices—25 plants, \$1.00; 50 plants, \$1.75; 100 plants, \$3.00.

### Varieties Originated at the New York Agriculture Experiment Station

The following new varieties of Strawberries offered by us this year for the first time, are all from a cross between Marshall and Howard 17 (Premier). The plants of these three varieties are very vigorous, productive, hardy and healthy. The vigor and plant making ability exceeds that of any standard varieties in the Station collection. All are mid-season except Culver, which is late. These three varieties are perfect flowering.

**CAMDEN** Was named because of its extreme vigor and planting making qualities. The fruit characters are satisfactory for a good market berry. The fruit is large, very glossy and very attractive. Prices—25 plants, \$1.00; fifty plants, \$1.75; one hundred plants, \$3.00.

**CLERMONT** This variety is offered as a general market berry. The fruits are very large and hold up well in size throughout the season. The berries are regular, very glossy and attractive, do not bruise easily, and the quality is very good. Prices—25 plants, \$1.00; fifty plants, \$1.75; one hundred plants, \$3.00.

**CULVER** This is a late mid-season berry, rather dark in color, and well adapted to preserving. The berries are large, regular, and bruise slightly. The flavor is sprightly and the quality very good. It is excellent for preserving, for market, and for home use. Prices—25 plants, \$1.00; fifty plants, \$1.75; one hundred plants, \$3.00.

### OUR TEST PLOTS

Constantly on the alert to keep a step ahead of our nearest competitors in the way of better, and improved varieties—The Townsend's Nurseries, for the past quarter of a century have their own trial grounds (like the scene shown at left). It is here that we are able to establish the facts and the quality of each variety that we offer. Not only this, but we carry on tests at the leading Horticultural Stations, throughout the country, and from the various reports received from these stations we are in a position to check up on any variety, and thus give our customers intelligent advice.



Strawberry Testing Grounds on our farms, where several hundred varieties are being grown.



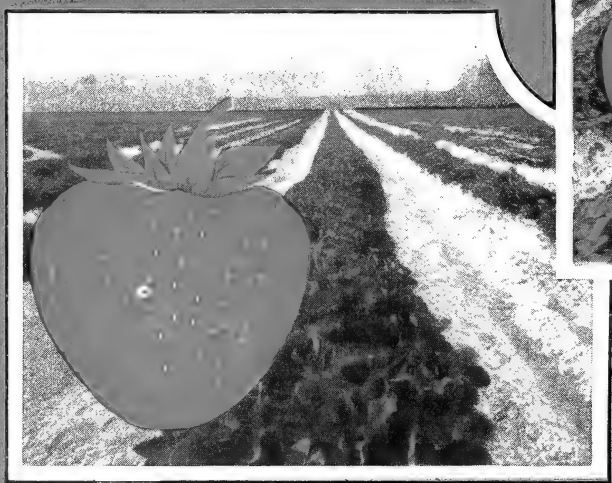
PREMIER



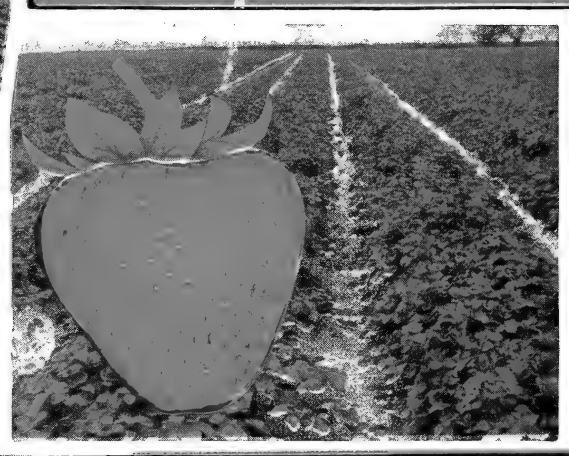
HOWARD SUPREME

FIELD SCENES PH  
**E. W. TOWNSEND**

Where the Largest Acreage of Highest Quality  
READY TO FILL YOUR



CHESAPEAKE



BIG JOE



MASTODON FOR



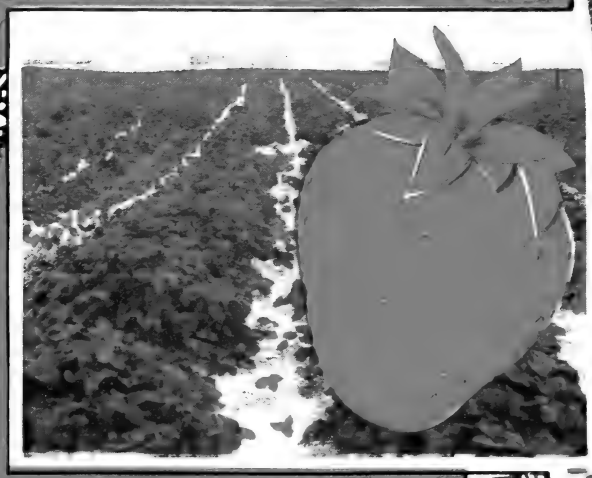
AROMA

# PHOTOGRAPHED AT MID SONS FARMS

Strawberry Plants in the Country is Grown  
FOR SPRING ORDERS



JUPITER



BLAKEMORE



TOWN KING

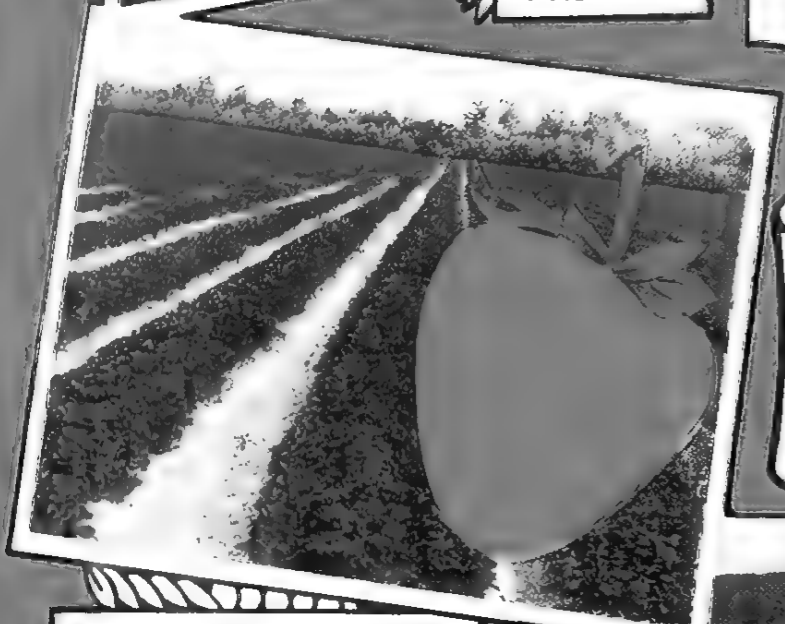


FOR FALL CROP.





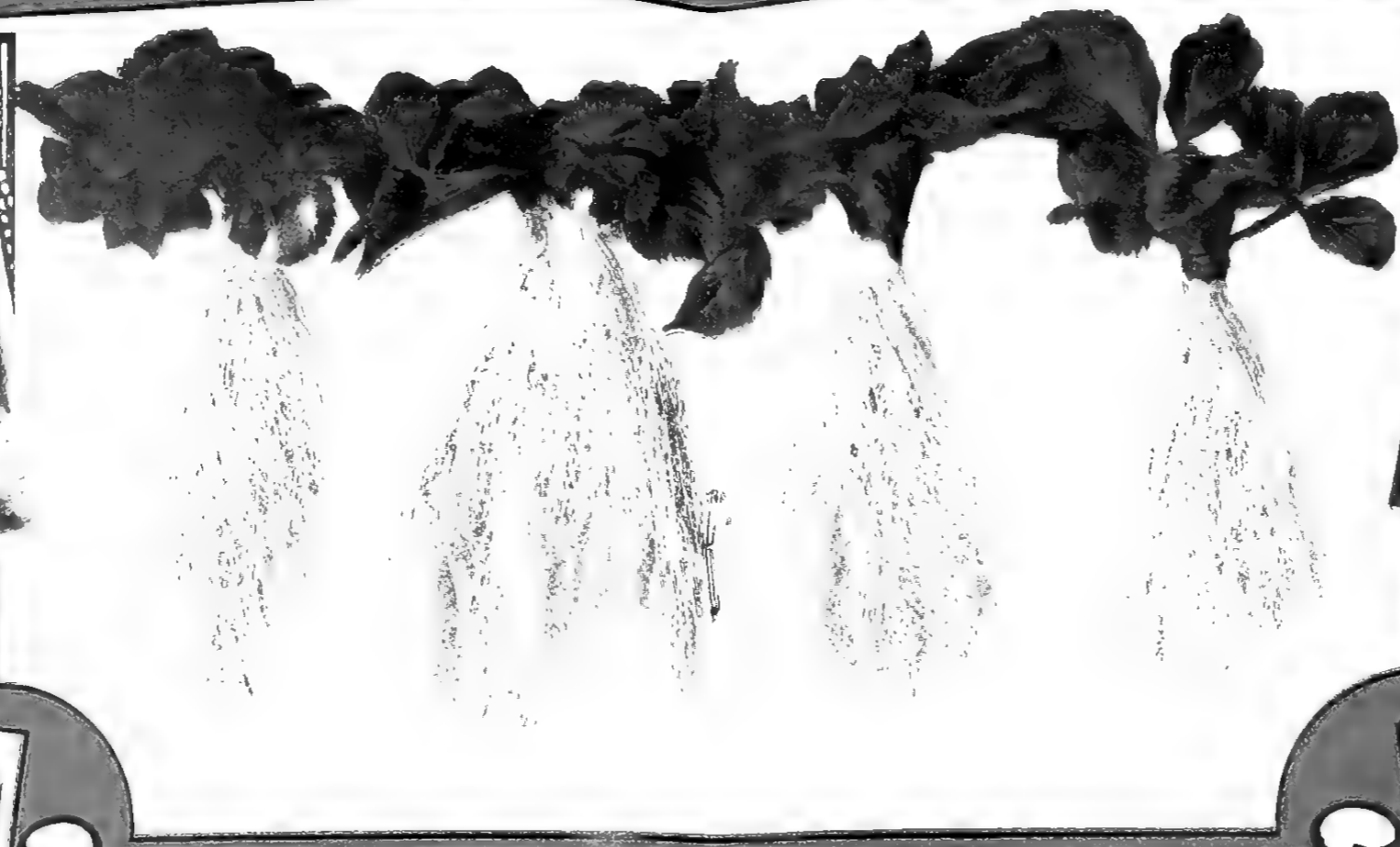
PREMIER



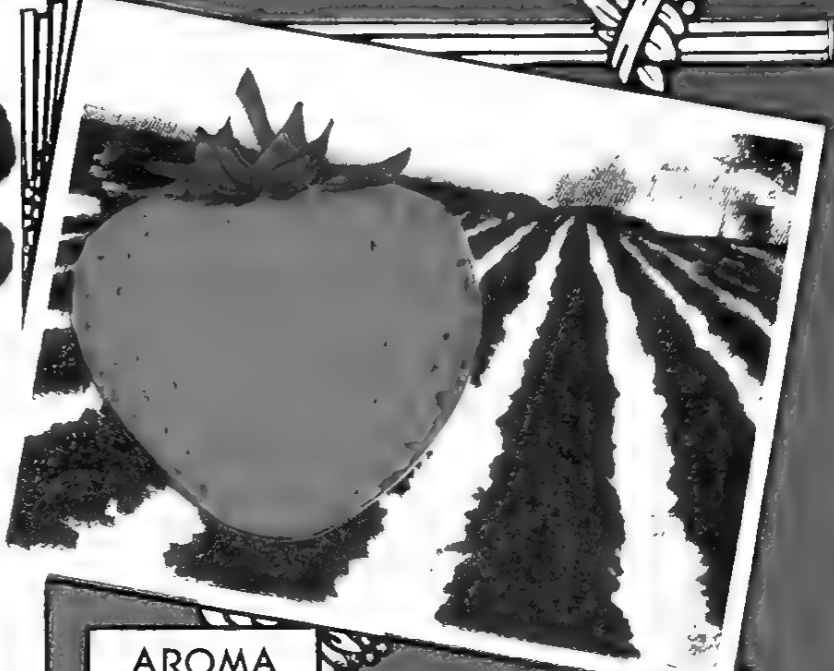
HOWARD SUPREME



CHESAPEAKE



FIELD SCENES PHOTOGRAPHED AT  
**E.W. TOWNSEND AND SONS FARMS**  
Where the Largest Acreage of Highest Quality Strawberry Plants in the Country is Grown  
READY TO FILL YOUR SPRING ORDERS



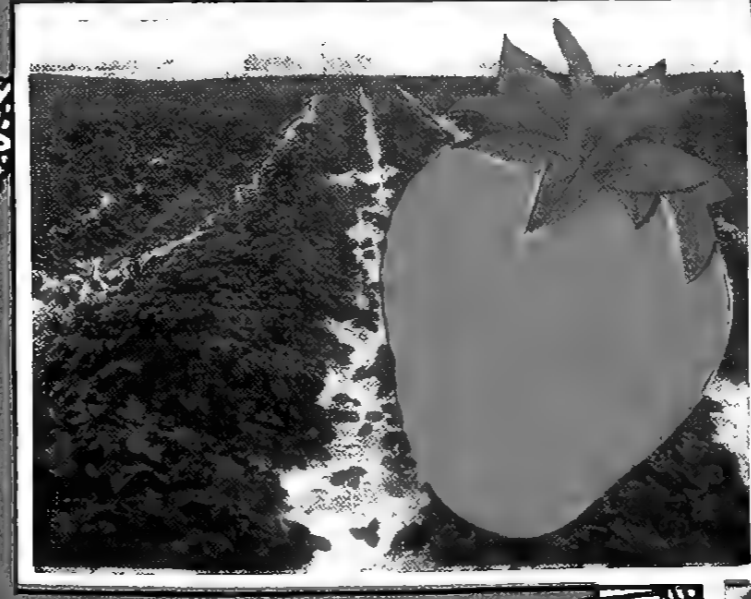
AROMA



JUPITER



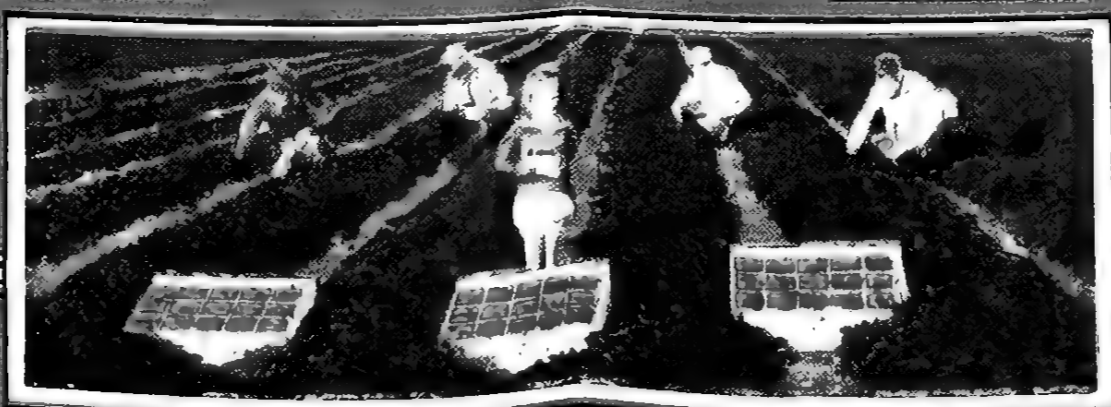
BIG JOE



BLAKEMORE



TOWN KING



MASTODON FOR YOUR FALL CROP.

# VALUE-QUALITY

*Satisfied Customers*

Value cannot be measured by price alone. If quality is lacking, value is destroyed. But when you are offered the combination of low prices and high quality, only then does the value of that product exist.

For more than a quarter of a century the Townsend's Nurseries have been run on a square deal plan. We have tried to pack Confidence and Value into every package of plants that we have ever sent out.

We realized in the beginning that first we must gain your confidence, and in order to hold it we must give you the same square deal every time you come to us with your order.

Through all our business life—more than thirty-two years—we have felt that it was more important to please our old patrons than to seek new ones.

## WE NEVER SACRIFICE QUALITY TO MAKE A LOW PRICE

Every Townsend plant has all the quality built into it that such an organization knows how to build. We contribute this quality, together with our fair and courteous treatment of every customer to our success. Mass production and low prices without quality may go for a time. But no lasting trade

can be built on any product except where Quality is present. Our Motto has always been to grow the best quality plants possible, and to make the lowest possible price.

Thousands of our customers have grown up with us. They started in a small way just as we did. They have followed our advice and instructions. They have made more money year after year in growing Strawberries than any other crop. These thousands of old customers have sent to us tens of thousands of new customers. In this way Townsend's Nurseries have grown until today we are the largest growers and shippers of Strawberry plants in the world. We enjoy the full confidence of the leading Strawberry growers throughout the nation. We are mighty proud of our business, and just as proud of our long list of faithful customers who have contributed their fair share to our prosperity, and for this faithfulness we are giving to each of them the best that is within our power in trying each year to grow plants that will please them better, and to give the best service at our command.

### Plants Always Superior to Any Ever Purchased

GENTLEMEN:- Albany, Ohio, February 16th, 32.  
Herewith find enclosed order for March the 20th delivery. I have been growing your plants for a number of years and have found them to be Superior to any I have ever purchased elsewhere.  
C. C. HOOPER.

### Plants Always Proved Satisfactory

DEAR SIR:- Mechanicsburg, Pa., April 26th, 32.  
Enclosed find check for more strawberry plants. Please ship at once by Express. I have been getting my plants from you for several years and I must say they have proved satisfactory in every respect, and have recommended you to my friends, as a good place to buy plants.  
W. E. BARDALL.

### Thinks Townsend's Plants Just Fine

DEAR SIR:- West Canaan, N. H., April 14th, 32.  
Several years ago I bought my first plants from you, and if you will look up your records you will find that I have been ordering regularly ever since, as they are just fine. No one could ask for better quality.  
W. A. WATERMAN.

### Premier and Big Joe Wonderful Producers

GENTLEMEN:- Painesville, Ohio, June 12th, 32.  
From year to year I have bought strawberry plants from you. The plants sure are wonderful producers of fine berries. I have no trouble selling your berries. The big Joe and Premier have been wonderful producers for me.  
STEPHEN L. ANDREWS.

DEAR SIR:- Southampton, N. Y.,  
May the 3rd, 32.

The sixty-five thousand plants you sent me this year were received in fine shape and are doing well. I have been ordering plants with a neighbor of mine from you for several years, and have always found them to be true to name and of the best quality. We give a good deal of credit for our success with strawberries to your plants.  
E. W. VAN BRUNT.

### Using Townsend's Plants More Than 25 Years

DEAR MR. TOWNSEND:- Violo, Idaho, April 17th, 32.  
I believe it has been over 25 years since I began to get plants of you. And the plants have always been good, and come in nice shape. But these last plants just put one over on all the rest; they simply are the best plants I ever received from a Nursery, and I have been raising strawberries for over 30 years.  
L. A. BUSWELL.

### A Letter From One of Our Oldest Customers

East Thetford, Vermont, May 12th, 32.  
We are setting 50,000 Premier plants this year. I am sending you copy of the Vermonter with an article about my Farm. I have always felt that I made a good move when I ordered my first plants from you, and followed your instructions several years ago.  
C. L. SARGENT.

West Brownsville, Pa.

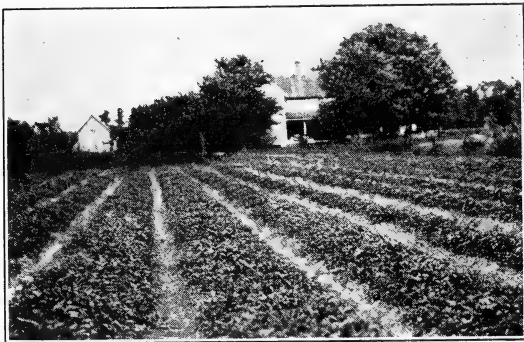
I received my 12,000 plants on the 6th of April. They were in good condition and very fine plants. This is a real berry country here and you can expect several more orders from this vicinity as your plants have always given satisfaction.  
PORTER EWING.

Mohnton, Pa.

I certainly do appreciate the way you have handled our orders this year and the offer you have given us on the last order; being on account of your good honest square dealing. We never before have had such nice plants. I am safe in saying that they all have a very good start. Enclosed find order for 5000 more plants to finish filling our patch.  
EZRA SCHLOUCH SONS.

Springfield, Illinois, October 10th, 32.

DEAR SIR:-  
We are sending you Photo of our Howard's Supreme and Premier Strawberry Field set this Spring. The plants arrived in excellent condition. Folks around here say they never saw a finer field of plants than this one. We want to thank you for the extra strong vigorous plants sent us. And I certainly can recommend your plants to any one who is interested in growing strawberries.  
R. M. SNYDER.



# TOWNSEND'S PLANTS

*Preferred by Successful Growers Everywhere*

The many millions of plants purchased from us are never sold by us. They sold themselves. Once our plants are started in a section of the country, they sell themselves by one neighbor telling another of the wonderful plants we send out. More than ninety per cent of our business comes from repeat orders, and from new business where our friends and customers have recommended our plants. This makes us doubly anxious to please our old friends.

The Townsend's Plant Farms contain nearly 2,000

acres of the most ideal soil in the country for growing strong, healthy plants. We have an organization not surpassed by any in the country for handling this immense business. Our reputation is back of every order sent us. We take great pride in reading the many letters that we receive each year from our customers, complimenting us on our excellent plants and service, and stating they are recommending us to their neighbors. We ask you for your order this season and assure you we will do everything possible to please you, or your money will be cheerfully refunded.

## Good Root System

**DEAR SIR:-** Middletown, Del., April 12th. 32.  
We have bought plants of you before and they were so well rooted and bore such fine fruit, that we are sending you our order again this year.  
**HAROLD A. BATTEN.**

**DEAR SIR:-** Normanville, Pa., April 19th. 32.  
The strawberry plants arrived promptly and in good shape. They sure were well rooted; and finer plants could not be asked for.  
**JAMES McMILLEN.**

**GENTLEMEN:-** Battle Ground, Ind., April 22nd. 32.  
I received the Strawberry plants on the 21st in a No. 1 condition. I am well pleased with them as they have such long root system and look so thrifty.  
**MRS. A. M. THOMAS.**

**GENTLEMEN:-** Hinsdale, Ill., May 2nd. 32.  
I do not think there ever could be any better or stronger plants sent out by a grower than the ones you sent me. They sure have wonderful root system and every one growing fine.  
**R. M. TABER.**

**GENTLEMEN:-** Andover, Mass., May 12th. 32.  
Received strawberry plants today and must say they were first class plants in every respect; the root system was just perfect.  
**C. F. PARKER.**

**DEAR MR. TOWNSEND:-** Madison, Tenn., April 6th. 32.  
The strawberry plants arrived day before yesterday. They were fine looking plants with a vigorous root system; and we greatly appreciate them.  
**FLOYD BRALLIAR.**  
Nashville Agric. Normal Inst.

Monongahela, Pa., February 15th, 1932.  
I have recommended your plants to many people; in fact, my field was enough to convince all who saw it that your stock is wonderful, and you should receive a number of orders from around here.  
**E. GRABLE.**

## Latest Packing Methods Insure Safe Arrival

**DEAR SIR:-** Easton, Penna., April 19th. 32.  
Received our strawberry plants in fine shape. We planted them the same afternoon. They are growing nicely now. We herewith enclose order for Raspberries.  
**KARL A. KARLSON.**

**DEAR FRIENDS:-** Danville, Indiana, June 6th. 32.  
The strawberry plants I bought of you this Spring, I never saw better plants. Out of the 1000 plants I never lost a single one, they came thru perfect. You can look for another order from me next year.  
**WALTER L. BROWN.**

**GENTLEMEN:-** Logan, Utah, May 31st. 32.  
The plants arrived in very good condition; they are in the fields at the present time and growing splendidly.  
**A. L. WILSON, Assoc. Horticult.**  
Utah State Agric. College

**GENTLEMEN:-** Pickaway, West Va., May 12th. 32.  
My strawberry plants received some time ago certainly came thru in fine condition. Am well pleased with the plants; they sure were fresh and green.  
**H. A. EGNER.**

**DEAR SIR:-** Cropsey, Illinois, April 21st. 32.  
I want to thank you for the fine plants you sent me. They sure arrived in fine shape. Whenever I need any more plants will sure think of you.  
**LOUIS SHEPPELMEN.**

**DEAR SIR:-** Whitehouse, Ohio, April 7th. 32.  
Received strawberry plants April 5th in excellent shape, and your system of packing is wonderful. Many thanks for extra plants.  
**OWEN STACKHOUSE.**

**GENTLEMEN:-** East Granby, Conn., April 13th. 32.  
The strawberry plants arrived April 11th and I want to say they arrived in perfect condition. They certainly are very nice plants. If I know of anyone who wants to buy plants I will tell them to send to Townsend's.  
**ALEX S. MODZELESKI.**

**DEAR SIR:-** Dauphin, Penna., April 15th. 32.  
Received Strawberry plants in fine condition; in fact, the Rural Carrier said they were the finest he ever saw; and I do not believe we will lose a plant.  
**J. P. STOFFER.**

**DEAR SIR:-** Latrobe, Pa., April 14th, 1932.  
Received berry plants April 14th in good condition and am very much pleased with them. The plants were not heated and had plenty of moisture.  
**EDWARD J. HENRY.**

## Hardy, Healthy Growers

**DEAR SIR:-** Bristol, N. H., May 16th. 32.  
I wish you could have seen my strawberry field this year. People came from all over the neighborhood to see them. They said they never saw the like before.  
**JAMES L. ADKERSON.**

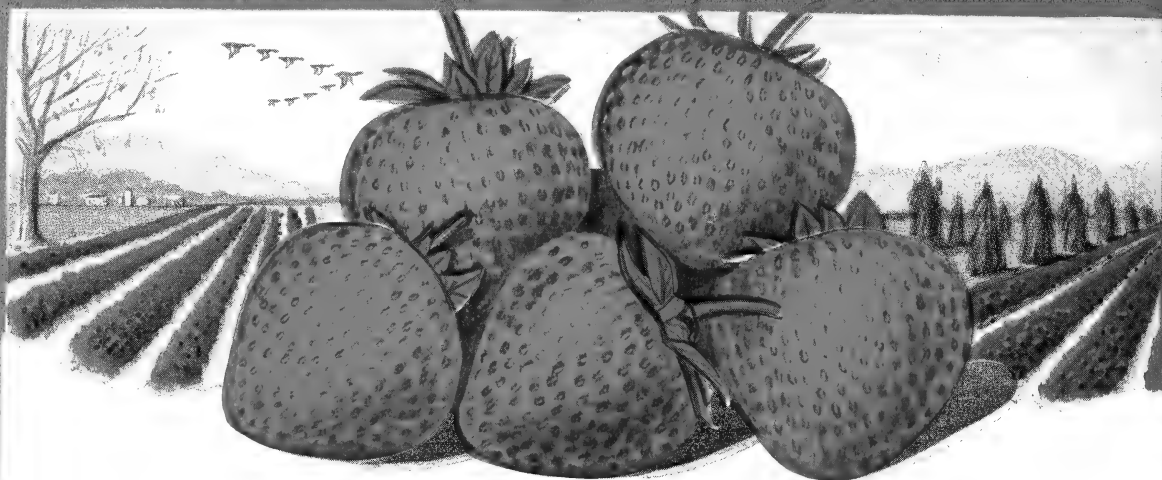
**DEAR FRIENDS:-** Connellsville, Pa., August 23rd. 32.  
The Strawberry plants purchased from you last spring have come on so much faster than anyone else's hereabouts that all of the people that have seen them want to know where I received such plants. And I sure am glad to recommend them to you.  
**G. C. WARRICK.**

**GENTLEMEN:-** Perkasio, Penna., Aug. 6th. 32

The Strawberry season this year proved very satisfactory to us in spite of the low prices prevailing in all commodities. Enclosed is a photo of my field berries. I picked a nice crop of fruit which topped the Philadelphia Market, receiving as high as \$8.00 per crate for my fancy stock. I would also like to add a word in regard to my planting this Spring. Out of the 10,000 plants purchased from you, just 90 were missing. Of the 5,000 Mastodon only 10 were missing. I consider this a very good showing, and is due to the strong, vigorous plants we received from you.  
**WILLIAM KEHR.**



# TOWNSEND'S FALL STRAWBERRIES



We are starting thousands of our customers to bigger fall crops and bigger profits by setting our selected Everbearing plants and growing them the TOWNSEND'S way

**LUCKYSTRICK** Has always been our favorite Everbearing strawberry. There are none that can touch it in quality. For this reason, one of our customers named it the Aristocrat of the Everbearing family. Fruit is bright red, firmer than any other fall bearing variety, with a quality all its own. Produces heavily early in July from plants set in the Spring, takes a couple weeks rest and then continues producing heavy crops until November. It is also one of the best Spring crop varieties bringing top prices. We recommend Luckystrick Everbearing for its quality of fruit, size and beauty, as well as productiveness.

**MASTODON** Is one of the largest of Everbearing Strawberries. Attractive in size and color with a nice large green cap, bringing top prices on the Fall Market. It is also noted for producing an abundance of fruit again during the early summer harvest along with other June fruiting varieties. This variety should be grown by all who are interested in Everbearing Strawberries. A roadside Market offering this attractive variety during the fall will profit in the Mastodon. Our customers, who have grown Mastodon the Townsend way are increasing their plantings each year, being con-

vinced of the greater profits in our Selected Strain Mastodon Plants.

**ALDRICH** The new everbearing from New England is springing into popularity in leaps and bounds. Aldrich is a berry of large size, bright rich red color, and a heavy producer,—the plants being clean, healthy and vigorous while fruiting. We certainly recommend giving Aldrich a fair trial, as we believe that it will prove to be a successful berry for the Northern States. Our supply of plants of this variety is limited, would advise placing your order as early as possible.

**CHAMPION** Since the introduction of such varieties as Luckystrick and Mastodon, Champion is not largely planted, as fruit is small to medium in size, although of excellent quality. Recommended only for home use, where quality is more important than the size of the fruit.

**BERRI-SUPREME** A new everbearing of recent introduction. In our trial grounds the past two years the fruit has been of extra fine quality and of good size, not as productive with us as the Luckystrick or Mastodon. Reports from the middle west indicate that it is more productive than in the east. We have only a limited supply of plants to offer.

## TOWNSEND'S HILL SYSTEM FOR EVERBEARING



Our Customers are making Big Profits on Townsend's selected Strain of Everbearing, growing them the Townsend's way.

**R. W. HILDREATH GARDNER, Maine,** writes:

Find enclosed \$15.00; please ship me another 1000 Mastodon plants. From 2900 of your plants set I picked 3600 quarts. I do not believe that this record has been beaten in this State.

**MR. WM. KEHR of Perkasio, Pa.,** writes:

Enclose photo of my Grandson holding a Mastodon Strawberry plant which by actual count has 84 berries at one time. We had many others that had from 40 to 60 berries. We have been picking fancy berries all thru the dry spell, having no rain for five weeks. The hill system surely is the way to grow Everbearing.

Culture directions on growing Everbearing in hill system; Page 26



# TOWNSEND'S STRAWBERRY GARDENS



## SPECIAL BARGAIN IN GARDEN COLLECTIONS

Any one receiving our book this year, and knowing the quality of our plants will be astonished at our low prices. But, notwithstanding our already low prices and extra bargains in everything that we are offering you this season, we are offering on this page **BARGAINS THAT YOU CANNOT AFFORD TO MISS.** We have received so many good reports from our friends, who have ordered these Strawberry Gardens in the past, that we really

feel it a very great honor to help in making these selections that will fit into every backyard Garden, supplying plenty of fruit for the table, with a surplus for canning. Many of our customers report astounding figures they have derived from selling their surplus berries. Let us reserve one of these Garden Collections for you and ship at the proper planting time. We guarantee satisfaction on every collection sent out.

**A FAVORITE GARDEN COLLECTION**

100 NEW HOWARDS SUPREME  
 50 NEW JUPITER  
 50 ARONA  
 100 TOWN KING  
 100 MASTODON E. B.

500 PLANTS  
**Only \$5.00**

**A GARDEN OF BIG BERRIES**

100 ABERDEEN  
 100 PREMIER  
 100 BIG JOE  
 100 CHESAPEAKE  
 400 PLATITS

FOUR VARIETIES  
**Only \$2.00**

**SPARE TIME GARDEN**

300 PREMIER  
 300 NEW HOWARDS SUPREME  
 300 BIG JOE  
 300 TOWN KING  
 300 CHESAPEAKE

1500 PLANTS  
**Only \$8.00**

## A Townsend Strawberry Garden FOR EVERY PURPOSE

**SPECIAL TEST GARDEN**

Four of the greatest Early Fruiting Varieties ever introduced.

250 NEW HOWARDS SUPREME  
 250 ABERDEEN  
 250 PREMIER  
 250 NEW JUPITER

1000 PLANTS  
**THIS TEST GARDEN Only \$6.00**

**MARKET GARDEN COLLECTION**

250 NEW HOWARDS SUPREME  
 250 NEW JUPITER  
 500 PREMIER  
 500 W.M. BELT  
 500 MASTODON E. B.

2500 PLANTS  
**Only \$12.00**

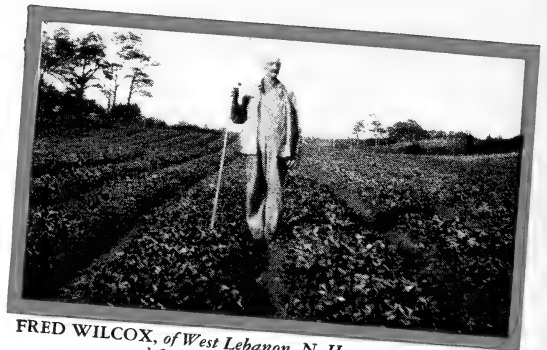
**TOWNSEND'S BIG-SIX SPECIAL GARDEN**

100 PREMIER  
 100 ABERDEEN  
 100 NEW HOWARDS SUPREME  
 100 ARONA  
 100 TOWN KING  
 100 MASTODON E. B.

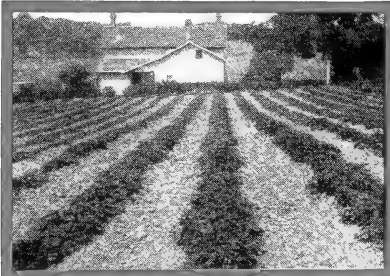
600 PLANTS  
**All for \$22.00**



**E. B. GRABLE, of Monongahela, Pa.,** is making a success with strawberries. Ask him where he buys his plants.



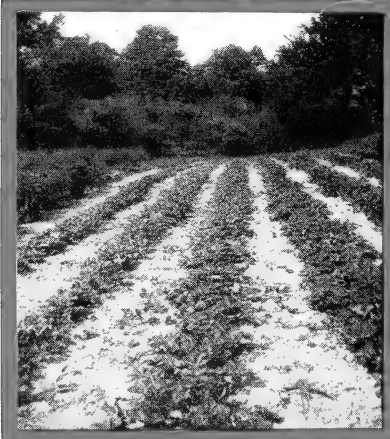
**FRED WILCOX, of West Lebanon, N. H.,** grows nice berries and finds a ready market for them.



**MR. F. A. KENNEDY, of Indiana,** made one of the largest yields in his State; from Premier and Chesapeake. You will find him a Townsend Booster.



You can expect big crops and bigger profits on your berries by growing fields like the above. They are all Townsend plants.



**W. E. NEWLIN, of Indiana,** is proud of his Townsend Strawberry Garden. Taken 9 weeks after setting.

## WHY YOU SHOULD GROW STRAWBERRIES

Strawberries are easily grown, and one of the first fruits on the market in the Spring. Their heavy yields on a small space of ground affords low production cost. There has been no other farm crop that brought the farmer as much profit during the past two years as the strawberry crop. This fact is found to prevail in all strawberry sections of the country. Florida made money from the strawberry crop, while practically every other crop was a loss. The same prevailed in the Northern states. While prices were lower than usual, there was a profit on berries where other farm crops such as Potatoes, Tomatoes, Corn, etc., sold at a heavy loss. There still isn't half enough strawberries grown to supply the demand. Millions of people never taste a strawberry during the year. With the many varieties extending the season over a long period, and the everbearing varieties producing in late summer and fall, strawberries can be offered every day from early in the season until freezing weather, and any roadside market that makes a specialty of strawberries will show a nice profit on them at the end of the year.

**E. M. GRABLE, of Monongahela, Penna.,** writes the following:

The 16,000 plants purchased from you and set in Spring 1931 picked 18,000 quarts of nice berries, and sold like hot cakes. I had a small market near the street and sold about fifty per cent of my crop in this way, which netted me a nice profit on my investment. Townking are the largest and most attractive strawberry I have ever grown.

**MR. W. E. NEWLIN, Carthage, Indiana:**

Enclose photo of my strawberry garden taken nine weeks after setting. All who have seen this patch remarked what fine plants they were. The most of my crop is sold locally, and have built up a nice trade where I can sell my berries at a fancy price.

**F. A. KENNEDY, Connellsville, Indiana,** writes:

The 2,000 strawberry plants set, picked something like 3,000 quarts of berries. The gross receipts from this one-fourth acre was \$500.00. The best report in state by Horticultural Society Bulletin was \$550.00 gross of half acre. I want to say, Mr. Townsend, that I am mighty proud of my field and results obtained.

**FRED WILCOX, Thomaston, Maine,** writes:

I have grown strawberries for several years and always thought them one of the best paying crops that I could grow. This season my yield was more than 9,000 quarts to the acre, which netted 14c per quart. Most of my berries were sold locally where there was a ready demand for them.

**MRS. J. A. ROHRBECK, Wyoena, Wisconsin,** writes the following:

I grow strawberries because there isn't a fruit on bush, tree or vine that we all like better than strawberries. Also there is a good market for any surplus right at our door. It is worth no small amount to have many quarts of strawberry preserves stored in the cellar for winter use.

**MRS. EMMA WILSON, Rochester, Indiana,** writes:

I am planning to make this a real strawberry year in our garden, as they are one of the most enjoyable, healthful and profitable crops grown compared in units of space required. It is a pleasure to go into the garden and pick big, red, luscious berries for a meal, or for jams, jellies and preserves to be enjoyed during the cold winter months.

**MRS. R. E. POWELL, Centerville, Indiana,** writes the following:

Thrifty housewives have long known the savings made when strawberries are grown at home. There is something about them that is different; they taste better. Canned berries purchased at the grocery cannot taste as fine as those picked when just right, and preserved in your kitchen.

### TOWNSEND'S ON THE AIR

Don't fail to tune in on WTIC every Wednesday evening, 7.45 to 8.00, beginning Wed., Feb. 1st—Continuing for 13 weeks. A most interesting program.



Fibrous-Rooted  
Plants that will  
please you

## Townsend's BLACK RASPBERRIES

A good Black Raspberry patch is one of the most profitable of farm crops, providing you have strong healthy canes that are in proper condition to mature a large crop of berries. The average yields from diseased and run out fields are from 400 to 800 quarts per acre, making the production too low to be profitable, while a patch that has been set with *strong free from disease plants* will yield from 1,600 to as high as 3,000 quarts an acre. Figuring your local market prices on raspberries you can readily see just what profit there is to be made and why it pays to set *selected free from disease plants*.

### CERTIFIED STOCK FREE FROM DISEASE

Our plants are inspected from 3 to 5 times at regular intervals during the growing season by a specialist on Raspberry diseases, all diseased canes being immediately destroyed from our plantings. At digging time our plants are again inspected with a final inspection made at time your order is filled, that nothing but vigorous number one stock will be sent out; packed by experienced packers that they will arrive in a fresh growing condition. Customers have made our Nurseries headquarters for their Raspberry plants, knowing that larger yields which mean bigger profits are the results of our plants.

### Townsend's Heavy Yielding Raspberry Garden 150 PLANTS—SIX VARIETIES

\$5.00

25 CUMBERLAND	Black
25 NEW LOGAN	Black
25 PLUM FARMER	Black
25 NEW CHIEF	Red
25 LATHAM	Red
25 ST. REGIS EVERBEARING	Red

150 Plants catalogue value \$7.70  
You save \$2.70 on this Collection

2 OF ABOVE COLLECTIONS  
300 Plants for only \$9.45

**CUMBERLAND**—In hardiness and production it is unexcelled by any other variety; in spite of the enormous size the fruit is very firm and will withstand long shipments. Bushes very healthy and vigorous; well adapted to supporting their large crop of berries. Season of ripening, mid-season to late.

**NEW LOGAN**—Is an outstanding new Black Raspberry variety; probably its two most noteworthy characteristics are that it ripens about a week earlier and is more resistant to the virus diseases than the widely grown Cumberland. A very productive variety and fruit of good size and quality. If an early berry is desired it is one of the best.

**PLUM FARMER**—is considered by large growers to be the best early black cap variety; strong vigorous upright grower; healthy and very productive. Will withstand drought and cold; berries very juicy large and attractive, ripening its fruit very fast, consequently the bulk of the crop is off in four or five pickings.

## BLACKBERRY PLANTS

*from Root cuttings*

We do not sell any sucker plants, as our experience with them is far from satisfactory—when compared with plants grown from Root Cuttings, which produce much stronger canes, and far better quality fruit. Demand the best and order *Root Cuttings of Blackberry Plants from Townsend's*. Our stock is well rooted and will please you. Let us reserve your order for Spring Plants. **Prices of Blackberry Plants on page 31.**

**ALFRED** Recent introduction; midseason fruiting, extremely large big black berries, practically free from seeds and coreless; very sweet and juicy.

**SNYDER** One of the old favorites that is popular on account of its high quality and early ripening.

**EARLY HARVEST** Earliest to ripen and most productive of the early varieties, and demands the top of the market. We offer only selected strain of this variety.

**ELDORADO** Most valuable variety for market or home use. Rich flavor with but little core. Finest quality of the Blackberry family.

**BEST OF ALL** (Known as Russell B. B. in N. J.) A new Blackberry that has been grown in the sandy soil section of New Jersey and, as stated by the *N. J. Agric. Station, is very resistant to Orange Rust*; outyielding all other blackberries that have been tried there. It will pay the Blackberry grower to order



Alfred

some of these plants, in which our stock is being supplied you direct from original stock furnished by the originator.

IT ALWAYS PAYS TO BUY

# CHIEF

10 DAYS EARLIER  
THAN LATHAM

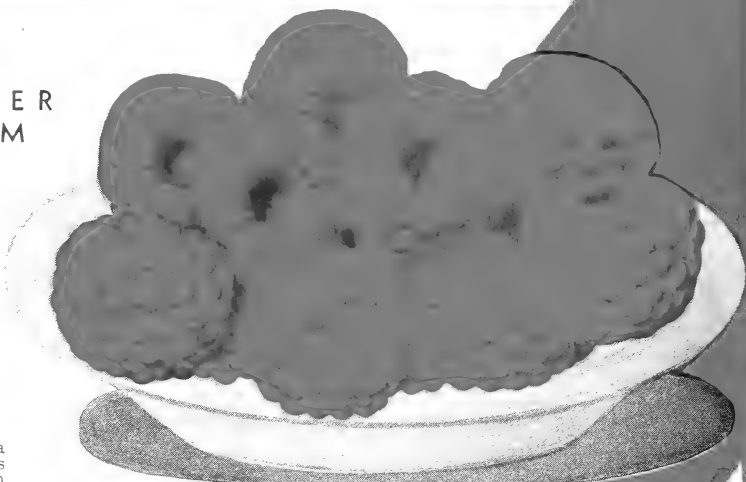
The name "Chief" was selected from hundreds of suggestions received in a nation-wide prize contest conducted for a suitable name for this outstanding new berry. Formerly, it was known as Minnesota No. 223.

The name "Chief" is well chosen. This new Raspberry seems to be all that the word implies—outstanding—ahead of others—a leader. So "Chief" makes his bow. Those who should know, say his reign bids fair to be as joyous and prosperous among early berries as the reign of his illustrious ancestor, Latham, is among late berries.

"Chief" has been tested over a wide area in the past ten years and its behavior has been carefully watched. It has proven hardy—a heavy cropper—excellent quality—a good shipper—resistant to disease, and in addition it is 10 days early.

"Chief" was originated by the Minnesota State Fruit Breeding Farm and is a selection from among 4000 seedlings of Latham. It possesses many of the good qualities of Latham, some of them to even a greater degree than the parent, the main point of difference being in season of ripening.

"Chief" is ten to twelve days earlier to ripen than Latham, thus giving us a profitable berry for early market. It bridges the gap between strawberries and ordinary raspberries—and the berries bring a good price on the market.



NEW RED RASPBERRIES

EXTRA EARLY

HEAVY YIELD

Excellent Quality

Absolutely Hardy

Our Big Illustrated Folder on Red Raspberries is Free. Write for your copy Today.

"Chief" Outyields  
Other Reds in Ohio—

J. S. SHOEMAKER, Associate Horticulturist, Ohio Agricultural Experiment Station, says, "Chief" is a heavy cropper. The plants bore quite a few berries the year they were set and this year outyielded all other red raspberry varieties in our variety test plantation."

RAY SPEER, Former President Minnesota State Horticultural Society, says, "Chief" is certain to achieve as wide reputation as its parent, Latham. Since Latham fruits later than "Chief", the latter really is a supplement to Latham, and in no sense a competitor of it. In comparison with King, which fruits the same time as "Chief", the fruits of "Chief" are slightly larger, somewhat earlier, of better quality, and of more uniform shape. It is a firmer berry, ships very well, and is less crumbly than King. Experts everywhere predict a wonderful future for "Chief."



CHIEF prices  
on page 31

Contrary to the common policy of digging small plants and leaving the best canes for fruiting, our policy is to dig the entire field, thus giving you the best, strongest, and most vigorous plants. The special machine used in digging these plants makes possible the excellent root system of our "CHIEF" RED RASPBERRIES. RESERVE YOUR PLANTS TODAY!

E. W. TOWNSEND & SONS

QUALITY PLANTS

# TOWNSEND'S HARDY RED RASPBERRIES

## LATHAM KING OF THE REDS

There are two BIG reasons why the LATHAM Raspberries (Redpath Strain) mean big profits for the grower. The first is, they are the best in the market. The second is, they produce more berries per acre than any other variety known. LATHAM produces more berries per acre than any other variety known.

Without question and beyond all doubt, LATHAM is the best of them all. Big, luscious berries, early season, and a heavy yield with instant factor of production. It is the only variety that yields per acre in a season of extreme hard frosts. In all climates and qualities, it meets the market requirement. Whether you wish to sell or to serve, you are certain of success.

**THE LATHAM** has been tested in the most severe tests. It has been tested under the most adverse conditions. It has been tested under the most leading conditions. In every instance, it has been found to be the best even in the most severe winter after planting.

Furthermore, it is the only variety that is the "Mosaic free" Latham "Redpath Strain" which means big profits and big yields. It becomes a "King" of the raspberries.

From E. O. SCHOEMBS, Villa Ridge, Illinois—

"I have been growing Latham Raspberries for several years and have found them to be the best of all. They are very hardy and produce a heavy yield of large, luscious berries. I have never had any trouble with mosaic or other diseases. I would recommend them to all growers who want to make big profits from their raspberries."



**DELICIOUS  
FLAVOR**

**5 4 3 0  
QUARTS  
PER ACRE!**

**LATHAM WINS  
IN OFFICIAL TESTS  
OVER OLD FAVORITES**

Here are the facts reported by the Connecticut Agricultural College, under Supervision of W. H. Darrow, Fruit Specialist. In comparative tests the leading varieties of Raspberries were planted in the same soil, under identical conditions, all receiving the same care and attention, with the following results:

**The LATHAM—5430 Quarts Per Acre**  
**The HERBERT—3648 Quarts Per Acre**  
**The CUTHBERT—3600 Quarts Per Acre**

These were the three leaders. The Latham produced 1782 quarts more per acre than the best of the others. In dollars and cents, figuring at 30 cents per quart, Latham yielded at the rate of \$1,629 per acre! Proof conclusive that the LATHAM rules supreme in the Red Raspberry field.

**IMMENSE YIELDS**

**BIG PROFITS**

**Over \$1000 per Acre**

**per Year**



**IMPORTANT! NOTE!** Our Latham ARE the Redpath Strain. Officially Latham and Redpath are considered one and the same variety. Notwithstanding this conclusion, many well informed practical growers are still of the opinion that the Redpath is a superior strain of the Latham. OUR LATHAM is the REDPATH STRAIN—hence planters are doubly assured of getting dependable stock when they buy Latham—(Redpath Strain).

**PRICES ON  
LATHAM  
PAGE 31**

# CULTURE DIRECTIONS ON STRAWBERRIES

## Selecting and Preparing Soil

In growing strawberries your success depends more on securing good plants than on any other one item of expense.

It is of course necessary to secure the right site for the berry patch. The land should be reasonably fertile to grow good berries. It is preferable to plant strawberries in a spot where the land will be as free from weeds and grass as possible. Old sod land should not be used if any other site can be secured.

Fall plowing while not absolutely necessary is much to be preferred over spring plowing.

Most any soil by fall plowing deep and spreading a good coat of any barnyard manure after plowing any time during the winter or early spring makes a good soil for strawberries. Another good plan is to follow the potato field. Where either white potatoes or sweet potatoes are grown strawberries grow well as a usual thing. Tomatoes, cowpeas, or most any site where the land has been made rich by growing truck crops will be found ideal spots for the strawberry patch.

Where home manures are not convenient, it is a good plan to broadcast a heavy application of commercial fertilizers just before the plants are set in the spring (two to three weeks in advance is not too much). Sheep manure is good, also a mixture of 1500 pounds of tankage and 500 pounds Acid Phosphate is another good mixture, apply 1,000 pounds per acre. Pure raw bone meal broadcast or applied in the drill directly under the plants is safe at the rate of 600 to 800 pounds per acre. Raw bone meal will not injure the plant roots no matter how heavy you apply it, and is about all the fertilizer I can recommend to use directly under the plants.

It is desirable to have the soil worked in as good condition as possible before setting the plants. Where the manure has been broadcast, we prefer dragging the soil level and marking off the rows with a light marker, setting the plants on the side of the mark, using the same side of the mark on each row so as to have the rows the same width.

## Method of Setting Plants

In large plantings a horse-drawn transplanter where good operators are obtainable can do a good job setting the plants. Where small plots are set or in stumpy new land, we find the garden trowel the ideal tool to set plants. On stony soil it is best to use a spade. Just so the plant's roots are set straight down and firmly packed they are all right to grow.

## Care of Strawberry Plants on Arrival

TOWNSEND'S PLANTS come to you properly cleaned and bunched ready to set.

Some varieties may have roots too long to get into stony soil. In this event it is necessary to take the shears and clip off a portion of the roots, making them shorter.

If the plants are received a few days before the soil is ready, it is a good plan to open the boxes, take the plants out and dampen the roots up to the string, redampen the moss and repack in same box, place in a cool cellar, and the plants, if dormant, will keep for a week or ten days in good order. Healing in is all right if done by an experienced hand, but it is slow and tedious, and the danger is getting the tops and crowns wet when handling and watering, and for this reason we prefer to keep the plants in the box packed in moss.

## Distance to Plant for Matted Row System

For most sections of the country, the matted row system is considered the best and most practical of all. Rows three and a half to four and a half feet, depending on varieties used. Usually a matted row should be three feet wide when plants are laid by, and sufficient room should be left for the pickers. It is always best to keep the middles of the row cultivated out as long as the runner plants form. Plants should be set from 15 to 24 inches apart. Good rank growing varieties like Premier, Aberdeen, Blakemore, Dunlap, Howard's Supreme and Jupiter should be set 24 inches apart in the row, with rows four feet apart.

## Everbearing in Hill System

The photograph on page 20 carries with it a convincing story that the Hill System is one way to grow Everbearing Strawberries successfully. We recommend keeping the runner plants cut off, or not allowing more than five or six well-spaced runner plants to form. Large, vigorous plants are grown in this way, and it is nothing unusual for each plant to pick a quart of berries during Summer and Fall. Some of our customers reporting yields much larger than this. These rows are spaced 30 inches apart to allow for horse cultivation; the two rows in the bed are spaced 12 inches apart and the plants are set 18 inches apart down the rows. With this spacing it requires sixteen thousand plants to set an acre. This spacing allows plenty of room to work with a hoe around the plants at all times. Applications of plant food can be easily applied any time during the summer months as cultivation continues. Feeding the plants while they are fruiting can be readily accomplished by broadcasting fertilizer or chicken manure around the plants without injury to them. Cultivation is made much easier as each space affords sufficient room around plant to keep down all grass and properly mulch by shallow working with the hoe during dry weather.

## Cultivating

Tillage in newly set strawberry fields should be thorough in the early part of the season, in order to preserve moisture so that plants can become established thoroughly in the soil and later in the season to conserve moisture that the plants can develop runners. Weeds and grass should be kept out of the fields at all times, as they will take the moisture needed by the strawberry plants. Most successful growers use the cultivator as often as once each week throughout the first growing season, and during periods of drought even more frequently. Hoeing should be done as often as it is found necessary to clean out all weeds and grass. Cultivating should be shallow near the plants, both because of the danger of loosening them in the soil and because if too deep the roots near the surface will be broken. The teeth on each side of the cultivator should be shortened, so they will not stir the soil near the row to a depth of more than one or two inches, as many kinds of weeds continue to grow in late Autumn and start to grow in early Spring. We advise working the plants until hard frosts occur. The field will then be free from weeds, and in the following year very few will have time to grow before the harvest season.

## Mating Varieties

If you order all perfect flowering varieties, plant them in large plots just as they come. But, if you order part imperfect flowering you should plant every third or fourth row to some perfect flowering sort of the same season (and there are some mighty fine imperfect sorts that should not be overlooked). We offer four imperfect flowering varieties in our list, May Queen, Howard's Supreme, Townsend's Big Late and Sample.

Varieties that are not marked in our price-list Like, Premier, or Big Joe. Need no other varieties planted with them as they are Perfect flowering varieties. Also all the everbearing varieties listed are Perfect flowering, and can be planted alone.

## Number Plants Required to Set An Acre

	Number	Plant Spacing
Strawberries, Field Culture.....	8000	3½x1½
Strawberries, Garden Culture.....	....	2½x1½
Everbearing Strawberries, Field.....	8000	3½x1½
Everbearing Strawberries, Garden.....	....	1½x1
Everbearing, Double Row Hill System	16000	2½x1½x12
Blackberries .....	1700	8x3
Red Raspberries, Hedge Row.....	2400	6x3
Red Raspberries, Hill System.....	1800	5x5
Black Raspberries .....	1700	7x3½
Dewberries, Solid Rows.....	2400	6x3
Grapes .....	490	9x10
Asparagus .....	3200	7x2



## Take Advantage of Our Truck Deliveries On Large Orders

The season 1932 several million plants were shipped to Large Associations and Growers in Strawberry Sections who combined their orders, and plants were delivered by Truck direct from our packing house to the States of Pennsylvania, Massachusetts, New York, New Jersey, Connecticut, Rhode Island, and Virginia. The many fine roads throughout the country and the favorable location

of our Nurseries on the Del-Mar-Va highway brings about this quicker and cheaper means of transportation. Combine your orders with your neighbor and let us quote prices on the entire order, furnishing Truck Delivery, or prices F. O. B. Salisbury. Twenty-four hours' drive will cover most of the above States, as we are only 120 miles from Philadelphia, 240 from New York, 110 from Baltimore via Annapolis ferry.

## Order by Wire, or Phone

We have direct Western Union Wire Service to our Office, and our TELEPHONE NUMBER is SALISBURY 380. If you are in a hurry for your plants use this means of placing your orders, having the charges reversed to us on any order amounting to \$35.00 or more. We are open day and night, so don't be particular about what time you call. We are on the job six days and nights to the week. Within a few hours after your order is booked your plants will be on their way.

**PROMPT SERVICE . . . QUICK DELIVERIES** . . . is what our customers can expect when sending us their order. Our organization is equipped to handle any size order promptly, no matter how

large or how small. Our daily output during the digging season is one and a half million plants, Dug, Graded and Packed by experienced men who know what is demanded of them in keeping *TOWNSEND'S QUALITY* above the average, and help us to back up our statement that no better plants can be purchased anywhere at any price. Some of our men who hold high positions in our organization have been with us ever since we started in business thirty years ago, and take great pride in knowing that with their help they have built up one of the *Largest Small Fruit Plant Farms in the country*. No matter where your plants are going we can pack them to reach you safely and in a fresh growing condition.

## STRAWBERRIES IN LATE SUMMER AND FALL

### OUR LADY FRIENDS MAKE BIG MONEY GROWING EVERBEARING STRAWBERRIES

Everbearing Strawberries are no more trouble to grow than just ordinary strawberries. You cultivate and pick berries all the whole summer and fall first year plants are set. Another full crop in June at regular strawberry time, followed by a third crop in summer and fall. Hundreds of our women customers report profits almost unbelievable from

small gardens. \$300.00 from 1,000 plants is not unusual. One acre of Everbearing will make more profit than ten acres of corn. No trouble to sell all the berries you can grow. Buyers will come miles to your field as soon as they find out you have them. Roadside markets are a big success. and some of the highest prices are obtained from a good roadside stand.

## Townsend's BIG CROPPING Everbearing Gardens

SMALL BACK YARD  
Everbearing Garden

LARGE BACK YARD  
Everbearing Garden

BIG PROFIT MAKING  
Everbearing Garden

50 Mastodon, Everbearing \$1.50  
50 Luckystrik, Everbearing

100 Mastodon, Everbearing \$2.60  
100 Luckystrik, Everbearing.

500 Mastodon, Everbearing \$8.00  
250 Luckystrik, Everbearing \$8.00  
250 Champion, Everbearing.

# TRANSPLANTED

## RASPBERRIES — BLACKBERRIES — DEWBERRIES

We have grown this year a nice supply of vigorous, stocky transplants, of the leading varieties suited for the garden, of Raspberry, Blackberry and Dewberry Plants. This stock was transplanted last spring using strong No. 1 canes, and have been grown by us throughout the summer and fall, making an extra large plant that will fruit much earlier after setting and giving a larger crop the first season picked. Our customers wishing to get an advanced start in their garden will find this stock just the thing.

For Prices see Transplanted Stock in Price List on Page 31.

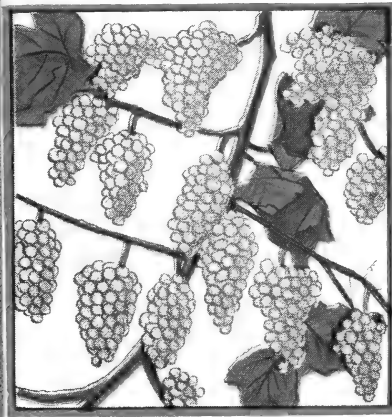
### TRANSPLANTED GARDEN COLLECTIONS

**60 Raspberry Plants, 5 Varieties**  
Special Garden Price, \$5.00

Twelve plants each Cumberland Black, New Logan Black, New Chief Red; Latham Red, Columbian Purple.  
Catalogue Value \$7.45—You save \$2.45

**84 Plants. Special Garden Price, \$8.40**

Twelve each Cumberland Black; New Logan Black; New Chief Red; Latham Red; St. Regis Everbearing Raspberries; Twelve each Eldorado; Early Harvest Blackberry; Six each Aus-Lu; and Youngberry Dewberry.  
Catalogue Value \$10.55—You save \$2.15



## OUR BEARING AGE

### GRAPE VINES

We have a great number of calls from our customers wanting larger vines than the regular 2-year size; something that will give immediate results after planting. Our Bearing Age Vines we are offering are grown from selected 3-year plants, topped-pruned and reset under irrigation; where they are grown thruout the summer and fall, producing a nice crop of fruit in the Nursery row and heavy set with new fruiting canes. This stock will produce results the first year set. We have a complete stock of Bearing Age Vines in all varieties listed on page 29, which we are offering at double the two-year prices.

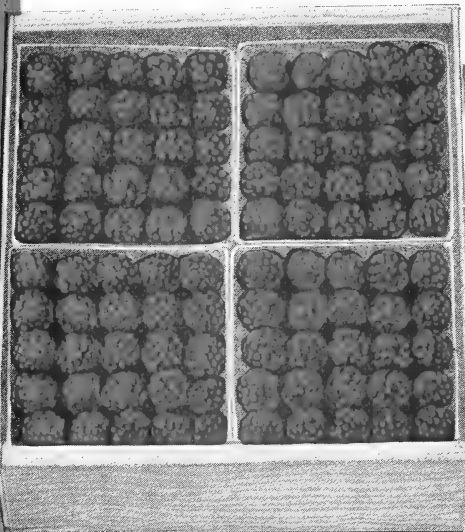
# DEWBERRIES

## AUSLU

is a cross between the Austin and Lucretia made on our farms and has the habit of both parents. One of the largest and sweetest Dewberries grown as well as the most prolific. Easily grown and with a light mulch; is hardy in the Northern States. Ripens very early.

## LUCREATIA

The standard variety for the South, also largely planted in the North as it is very hardy; fruit large and firm; will stand long distance shipping. Ripens one week later than Austin.



## YOUNGBERRY

For the home garden we do not know of a blackberry or dewberry that will afford as much real pleasure from a small investment as the Youngberry. It is very easy to grow and a great producer, 12 plants being sufficient to furnish the table with all the fruit you can use, giving you the same quality fruit for years to come, with a little attention in cutting out the old wood after harvesting is over. The fruit can be eaten direct from the vines or placed on the table without an addition of sugar on them. Every home garden should have sufficient plants to enjoy this great berry.

## EVERBEARING

### RED RASPBERRIES

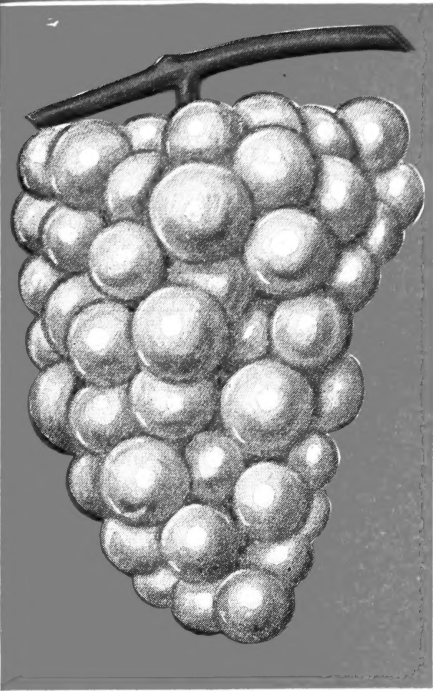
**Everbearing Raspberries** should have a place in every home garden, for not only will they give you delicious berries early in the season, but a second crop will appear on the vines during the late summer and fall months when all other Raspberries are off the market. They are noted for their ability to produce large yields of delicious fruit.

**KATHERINE—Everbearing Red**—Recently introduced. The best Red Everbearing Raspberry that we have ever grown. Like its parent (The St. Regis), it is a persistent producer from early spring to late fall. Berries very large and of firm quality.

**ST. REGIS—Everbearing Red**—Market gardeners and fruit growers are making plenty of money from St. Regis, which will produce a crop 80 days after setting, and also another fine crop in September. It succeeds on all soils, light or heavy. Canes absolutely hardy, producing large quantities of delicious fruit; a valuable variety for market or home garden.

Prices, see page 31.





**PLANT GRAPE VINES FOR PLEASURE AND PROFIT**

**CONCORD**—The most extensively planted black grape; bunches compact and of excellent quality; a perfect hardy grower and very productive. Prices—each \$0.25, three \$0.60, six \$0.80, twelve \$1.20, twenty-five \$2.25, fifty \$4.00, hundred \$7.50.

**CATAWABA**—Late ripening grape, large, firm and very sweet, fruit of copper red color, produced on large compact bunches. Prices—each \$0.30, three \$0.75, six \$1.20, twelve \$2.10, twenty-five \$3.75, fifty \$7.00, hundred \$12.00.

**DELAWARE**—The standard of excellency, ripens early, flesh juicy and sweet, berries of amber color, vines hardy and productive. Prices—each \$0.30, three \$0.75, six \$1.20, twelve \$2.10, twenty-five \$3.75, fifty \$7.00, hundred \$12.00.

**MOORE'S EARLY**—A seedling of Concord, ripens two weeks earlier, producing large black fruit of excellent quality. Prices—each \$0.30, three \$0.75, six \$1.20, twelve \$2.10, twenty-five \$3.75, fifty \$7.00, hundred \$12.00.

**NIAGARA**—One of the largest white grapes, handsome compact bunches, delicious flavor, a strong grower ripening with Concord. Prices, each \$0.30, three \$0.75, six \$1.20, twelve \$2.10, twenty-five \$3.75, fifty \$7.00, hundred \$12.00.

**WORDEN**—Very popular bluish black, ripens two weeks earlier than Concord, large compact bunches, excellent flavor and hardy grower. Prices—each \$0.30, three \$0.75, six \$1.20, twelve \$2.10, twenty-five \$3.75, fifty \$7.00, hundred \$12.00.

**NEW VARIETIES OF GRAPES**

The following list are new varieties that have been tested for their dependable performance, both in the home garden and field vineyards. You will find in these varieties fruit of the highest quality and in more than one way show supremacy over the standard varieties.

**CHAMPAGNE**—A delicious white Grape extremely large and juicy. Never before have we seen as large compact bunches of grapes as this variety produces. Strong sturdy grower, one will be delighted with. Prices—each \$0.40, three \$1.00, six \$1.75, twelve \$3.00, twenty-five \$5.00.

**CACO**—This new red Grape that is giving promise of becoming the leading red variety. On our farms this year it was an outstanding variety, both as to flavor and size of fruit—holding fruit well after ripening. Prices—each \$0.40, three \$1.00, six \$1.75, twelve \$3.00, twenty-five \$5.00.

**FREDONIA**—Originated at New York State Agriculture Experiment Station. Black; ripens very early; berries large, juicy and sweet, borne in large compact clusters, bunches are compact and very attractive. Prices—each \$0.40, three \$1.00, six \$1.75, twelve \$3.00, twenty-five \$5.00.

**ONTARIO**—White, follows Portland very closely in ripening. An excellent blending of acid and sugar, hence the taste is sprightly and yet sweet. Vines strong, vigorous growers and very productive. Another of the New York State Agriculture Station's originations. Prices—each \$0.40, three \$1.00, six \$1.75, twelve \$3.00, twenty-five \$5.00.

**PORTLAND**—New white Grape developed by New York State Experiment Station. Ripens earlier than any other known Grape. Berries large and have that beautiful yellow color like the Niagara. Contains so much sugar that it can be eaten long before it is fully ripe. Prices—each \$0.40, three \$1.00, six \$1.75, twelve \$3.00, twenty-five \$5.00.

**SHERIDAN**—Is the most promising new Grape for commercial growers to compete with California vineyards. It is a late bluish black Grape, large and more attractive than Concord, and is superior in keeping qualities. Fruit is produced in large handsome clusters, and many of them on each vine. We recommend this Grape to all of our customers in the middle Atlantic. Prices—each \$0.40, three \$1.00, six \$1.75, twelve \$3.00, twenty-five \$5.00.

**Small Grape Arbor, 2 Yr. No. 1 Vines**

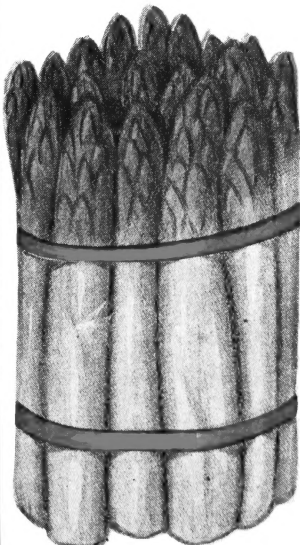
- I Caco, Red
- I Champagne, Amber
- I Moores Early, Black
- I Concord, Black
- I Niagara, White
- I Catawaba, Red
- I Worden, Black

**7 Vines For  
Only**

**\$1.40**

CUSTOMERS ORDERING GRAPE VINES BY PARCEL POST see parcel post rates on page 31

**ASPARAGUS RHUBARB**



Our select Asparagus we offer our customers have been grown on the Eastern Shore of Maryland. Nowhere in the country will you find soil more adapted to growing of Asparagus crown than where we have our fields. The long-growing season stores up strong double crowns and heavy roots with extra vitality in them to produce larger returns in the quickest time after setting. An Asparagus patch is good for years. Start right by getting strong, healthy True-to-Name Crowns.

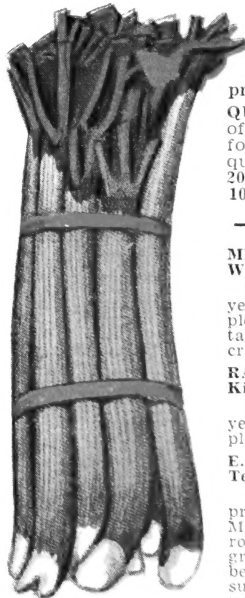
**MARY WASHINGTON**—A strain selected from the Washington variety; much heavier stocks and greater producer than the original Washington variety. Practically blight-resistant.

**PEDIGREE WASHINGTON**—A new strain from the Mary Washington, having been selected for its large stocks of bluish green, and rust-resistance qualities. One of the best varieties of Asparagus.

	25	100	250	1000
1-year	\$0.75	\$1.50	\$2.50	\$8.00
2-year	1.00	2.00	4.00	12.00
3-year	1.50	3.00	6.00	20.00

500 at 1000 rate. Ask for special prices on lots of 5000 or more.

ASPARAGUS AND RHUBARB BY PARCEL POST, ADD TEN CENTS EACH 25 PLANTS TO COVER POSTAGE.



**MYATT'S LINNAEUS**—Large tender and fine, one of the very best to plant; makes good sauce and pies. Plants, 20c each; \$2.00 doz.; \$8.00 per 100, prepaid.

**QUEEN**—Extra strong grower of large stocks of a pink color; for cooking in any way its quality is unsurpassed. Plants, 20c each; \$2.00 doz.; \$8.00 per 100, prepaid.

**MRS. WM. H. OBERSHAIN**, Waynesboro, Penna., writes:

The Asparagus plants came yesterday and we are much pleased. They are fine. You certainly know how to grow thrifty crowns.

**RAYMOND LITZENBERGER**, Kintnersville, Penna., writes:

Received the Asparagus roots yesterday. All O K. I am well pleased with them all.

**E. R. LONGWORTH**, Terre Haute, Indiana, writes:

We wish to thank you for such prompt delivery on the 20,000 Mary Washington Asparagus roots ordered of you; also for the grade that you sent us, as never before have we been able to get such roots. Your grading was perfect.

SPRING 1933

Regular Shipping  
Season October 15th  
to May 10th.

# STRAWBERRY PRICES

Late Summer and  
Fall Deliveries.  
Write for Prices.

Townsend's Special Wholesale Prices Direct to Growers

More than a Quarter Century Direct Selling  
One Price to All—A square Deal to Everyone

SPECIAL NOTICE—All prices quoted below are F.O.B. Salisbury, Md. Customers wanting plants shipped Parcel Post Prepaid, see Parcel Post rates next page.

	5,000 Plants or more per 1,000	1000 Plants	400 Plants	300 Plants	200 Plants	100 Plants	50 Plants	25 Plants
<b>EXTRA EARLY</b>								
PREMIER (Howard 17) .....	\$3.00	\$3.50	\$1.50	\$1.25	\$1.00	\$ .75	\$.40	\$.25
BEAVER .....	5.50	6.00	2.60	2.15	1.60	1.00	.60	.40
BELLMAR .....	4.50	5.00	2.20	1.80	1.40	.90	.50	.30
BLAKEMORE .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
FRUITLAND .....	5.50	6.00	2.60	2.15	1.60	1.00	.60	.40
MISSIONARY (Select) .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
RED GOLD .....	5.50	6.00	2.60	2.15	1.60	1.00	.60	.40
ST. LOUIS .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
SUCCESS .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
<b>MEDIUM EARLY</b>								
HOWARD'S SUPREME (Imp.) .....	9.00	10.00	4.20	3.40	2.50	1.60	.90	.60
JUPITER (Patented) .....	7.00	8.00	3.50	3.00	2.25	1.50	.80	.50
MILLER .....	7.00	8.00	3.50	3.00	2.25	1.50	.80	.50
ABERDEEN .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
DR. BURRILL (Dunlap) .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
KLONDYKE .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
<b>MIDSEASON TO LATE</b>								
MAYQUEEN (Imp.) .....	9.00	10.00	4.20	3.40	2.50	1.60	.90	.60
AROMA .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
BEAUTY .....	4.50	5.00	2.20	1.80	1.40	.90	.50	.30
BIG JOE .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
COOPER .....	4.50	5.00	2.20	1.80	1.40	.90	.50	.30
GIBSON (Parsons Beauty) .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
<b>LATE TO VERY LATE</b>								
TOWNKING .....	5.50	6.00	2.60	2.15	1.60	1.00	.60	.40
BRANDYWINE .....	3.50	4.00	1.50	1.25	1.00	.75	.40	.25
CHESAPEAKE .....	4.00	4.50	2.00	1.65	1.25	.80	.50	.30
FORD .....	4.00	4.50	2.00	1.65	1.25	.80	.50	.30
GANDY .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
LUPTON .....	3.00	3.50	1.50	1.25	1.00	.75	.40	.25
TOWNSENDS BIG LATE (Imp.) .....	4.00	4.50	2.00	1.65	1.25	.80	.50	.30
SAMPLE (Imp.) .....	4.00	4.50	2.00	1.65	1.25	.80	.50	.30
WASHINGTON .....	4.50	5.00	2.20	1.80	1.40	.90	.50	.30
WM. BELT .....	3.50	4.00	1.75	1.50	1.25	.80	.50	.30
WIL-SON .....	7.00	8.00	3.50	3.00	2.25	1.50	.80	.50
WORLD'S WONDER .....	7.00	8.00	3.50	3.00	2.25	1.50	.80	.50
SURPLUS PLANTS .....	2.50	2.75	(Not less than 1,000 Surplus plants sold)					
<b>EVERBEARING STRAWBERRIES</b>								
MASTODON .....	7.00	8.00	3.50	3.00	2.50	1.50	.90	.60
LUCKYSTRICK (Registered) .....	9.00	10.00	4.20	3.40	2.60	1.60	1.00	.75
ALDRICH .....	20.00	20.00	8.40	6.80	5.00	3.20	1.80	1.20
BERRI-SUPREME .....	20.00	20.00	8.40	6.80	5.00	3.20	1.80	1.20
CHAMPION (Progressive) .....	7.00	8.00	3.50	3.00	2.50	1.50	.90	.60

500 PLANTS SOLD AT THE 1,000 RATE, 1,000 TO 5,000 AT 1,000 RATE

Varieties marked (Imp.) are imperfect flowering, and must be set with perfect flowering varieties of same season, at least one row Perfect flowering to every three rows Imperfect.

Fall Delivery  
After October 15th

# TOWNSEND'S PRICE LIST

Spring Delivery  
January until June 1st

## RASPBERRIES—BLACKBERRIES—DEWBERRIES

SPECIAL NOTE—All prices quoted below are F.O.B. Salisbury, Md. Customers wanting any plants on this page sent Parcel Post Prepaid, use Postal rates at bottom of page.

### BLACK RASPBERRY PLANTS

	12	25	50	75	100	200	300	400	500	1000
CUMBERLAND, 1 year, No. 1 Tips.....	\$0.75	\$1.25	\$2.05	\$2.70	\$2.95	\$4.90	\$6.60	\$8.10	\$9.50	\$19.00
CUMBERLAND, Strong Transplants.....	1.20	2.00	3.25	4.30	5.25	9.00				
LOGAN, 1 year, No. 1 Tips.....	1.00	1.45	2.40	3.20	3.60	6.25	8.65	10.90	12.50	25.00
LOGAN Selected Transplants.....	1.20	2.00	3.60	4.90	6.00	10.00				
PLUM FARMER, 1 year, No. 1 Tips.....	.75	1.25	2.05	2.70	2.95	4.90	6.60	8.10	9.50	19.00
PLUM FARMER Select Transplants.....	1.20	2.00	3.25	4.30	5.25	9.00				

### RED RASPBERRY PLANTS

CHIEF, 1 year, No. 1.....	.90	1.30	2.10	2.80	3.10	5.25	7.15	8.90	10.50	21.00
CHIEF, 2 year Transplants.....	1.85	3.20	4.80	6.65	8.25	15.00				
LATHAM, 1 year, No. 1.....	.85	1.20	1.95	2.55	2.75	4.45	5.95	7.30	8.50	17.00
LATHAM, 2 year Transplants.....	1.60	2.25	4.00	5.60	6.75	11.60				
KATHERINE, Everbearing, 1 year, No. 1.....	1.25	2.00	3.00	4.15	5.20	9.40	13.40	17.25	20.00	39.50
KATHERINE, Everbng. 2 year Transplants..	1.75	2.75	4.65	6.40	8.00	14.00				
St. REGIS, Everbearing, 1 year, No. 1.....	.80	1.25	2.00	2.75	3.35	5.75	7.90	9.90	11.00	22.00
St. REGIS, 2 year Transplants.....	1.25	2.00	3.20	4.40	5.35	9.20				

### PURPLE RASPBERRY PLANTS

COLUMBIAN, 1 year, No. 1.....	1.00	1.45	2.40	3.20	3.60	6.25	8.65	10.90	12.50	25.00
COLUMBIAN, 2 year Transplants.....	1.60	2.25	4.00	5.60	6.75	11.60				

### BLACKBERRY PLANTS

Grown from strong root cuttings.

ALFRED, 1 year, No. 1.....	1.00	1.50	2.50	3.40	4.20	7.40	10.40	13.25	15.50	30.00
EARLY HARVEST, 1 year, No. 1.....	.75	1.25	2.05	2.70	2.95	4.90	6.60	8.10	9.50	19.00
EARLY HARVEST, 2 year Transplants.....	1.25	2.10	3.40	4.50	5.60	9.60				
ELDORADO, 1 year, No. 1.....	1.00	1.35	2.25	3.00	3.35	5.95	7.90	9.90	11.25	22.50
ELDORADO, 2 year Transplants.....	1.40	2.15	3.60	4.70	5.75	9.90				
RUSSELL, 1 year, No. 1.....	1.00	1.45	2.40	3.20	3.60	6.25	8.65	10.90	12.50	25.00
RUSSELL, 2 year Transplants.....	1.60	2.40	4.00	5.45	6.75	11.75				

### DEWBERRY PLANTS

AUS LU (New), 1 year, No. 1 Tips.....	1.00	1.50	2.50	3.40	4.20	7.40	10.40	13.25	15.00	30.00
AUS LU, 2 year Transplants.....	1.60	2.40	4.00	5.45	6.75	11.75				
LUCREATIA, 1 year Tips.....	.85	1.20	1.90	2.50	3.00	5.00	6.85	8.50	9.00	18.00
LUCREATIA, 2 year Transplants.....	1.35	1.95	3.00	4.00	4.80	8.00				
YOUNGBERRY (New), 1 year, No. 1 Tips.....	1.00	1.50	2.50	3.40	4.20	7.40	10.40	13.25	15.00	30.00
YOUNGBERRY, 2 year Transplants.....	2.40	3.60	6.00	8.00	10.00	18.40				

—Grape Vine Prices on Page 29—

### CUSTOMERS ORDERING PLANTS BY MAIL USE FOLLOWING TABLES

#### Parcel Post Rates On Strawberry Plants

	Zones 1-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
100 Plants.	\$.10	\$.14	\$.21	\$.28	\$.35	\$.43	\$.50
200 Plants.	.13	.20	.33	.46	.59	.73	.86
300 Plants.	.16	.26	.45	.64	.83	1.03	1.22
400 Plants.	.21	.36	.65	.94	1.23	1.53	1.82
500 Plants.	.26	.46	.85	1.24	1.63	2.03	2.42
600 Plants.	.20	.52	.97	1.42	1.88	2.33	2.78
700 Plants.	.31	.56	1.05	1.54	2.03	2.53	3.02
800 Plants.	.36	.66	1.25	1.84	2.44	3.03	3.62
900 Plants.	.38	.70	1.33	1.96	2.59	3.23	3.86
1000 Plants.	.41	.76	1.45	2.14	2.84	3.53	4.22
2000 Plants.	.56	1.06					

On all orders of 500 plants or more, the rate is cheaper by Express after the Third Zone.

#### Parcel Post Rates On Grape Vines, Raspberries, Blackberries and Dewberry Plants

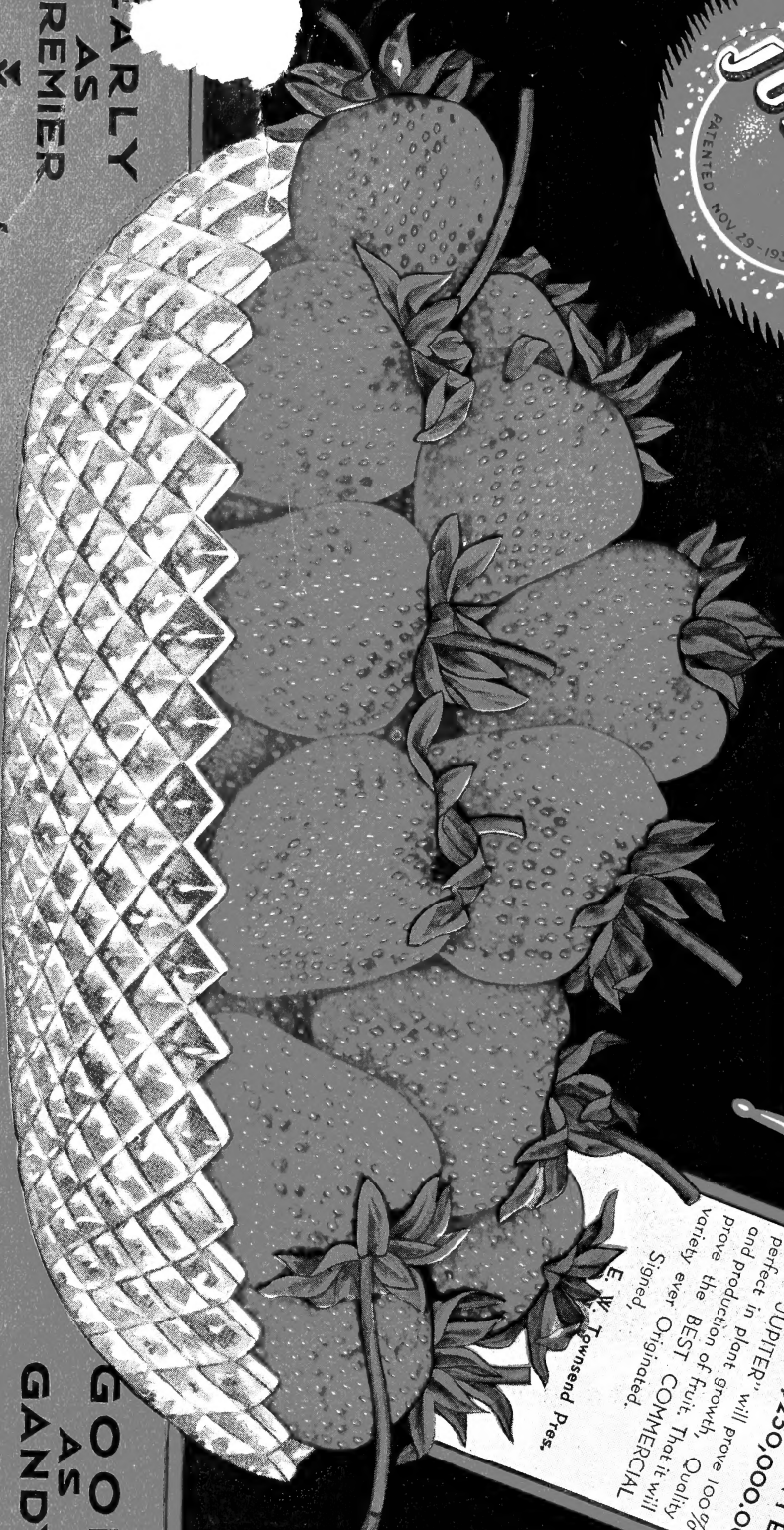
	Zones 1-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
1 to 2.....	\$.07	\$.08	\$.09	\$.10	\$.11	\$.13	\$.14
3 to 6.....	.09	.12	.17	.22	.27	.33	.38
6 to 12.....	.11	.16	.25	.34	.43	.53	.62
12 to 20.....	.16	.26	.45	.64	.83	1.03	1.22
20 to 25.....	.21	.36	.65	.94	1.23	1.53	1.82
25 to 35.....	.26	.46	.85	1.24	1.63	2.03	2.42
35 to 50.....	.36	.66	1.25	1.84	2.43	3.03	3.62
50 to 75.....	.46	.86	1.65	2.44	3.23	4.03	4.82
75 to 100.....	.56	1.06	2.05	3.04	4.03	5.03	6.02

On all orders of 100 plants or more of Cane Stock the rate is cheaper by Express after the Third Zone.

The above postage rates insure all mail shipments.



**PRICED WITHIN  
REACH OF ALL!**



**OUR GUARANTEE**  
Backed by \$250,000.00  
That "JUPITER" will prove 100%  
perfect in plant growth, Quality  
and production of fruit. That it will  
prove the BEST COMMERCIAL  
variety ever Originated.  
Signed,  
E. W. Townsend Pres.

**EARLY  
AS  
PREMIER**



*A Strong Healthy Plant Grower*

**GOOD  
AS  
GANDY**

